



NATIONAL SLEEP  
FOUNDATION



# 2012 Bedroom Poll

## Summary of Findings

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## Background, Purpose and Methodology

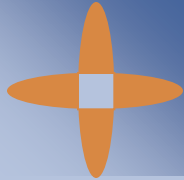
The National Sleep Foundation created the Bedroom Poll to explore how Americans think about key elements of their bedrooms and to determine the effect of the bedroom environment on sleep. It commissioned WB&A Market Research to conduct this public opinion poll. In order to collect the information, a total of 500 telephone interviews and 504 web survey interviews were conducted among a sample of Americans. In order to qualify for this study, respondents had to be between the ages of 25-55.

A nationally representative sample of telephone numbers was purchased from SDR Consulting, Inc., and the sample targeted those between 25 and 55 years of age.

Professional interviewers called from WB&A's telephone interviewing facility located in Ithaca, New York. Most of the interviewing was conducted on weekdays between 5:00 pm and 9:00 pm, Saturdays between 10:00 am and 2:00 pm, and Sundays between 4:00 pm and 8:00 pm.

For the Web surveys, an online panel of Americans was used which also targeted those between 25 and 55 years of age.

In survey research, the entire population is typically not interviewed, but rather a sample of that population is polled. Therefore, the data are subject to sampling error. The maximum sampling error of the data for the total sample of 1,004 interviews is  $\pm 3.1$  percentage points at the 95% confidence level. The sampling error will vary depending on the sample size and the percentages being examined in the sample. For more detail on the sampling error, please see the Appendix.



## Background, Purpose and Methodology (continued)

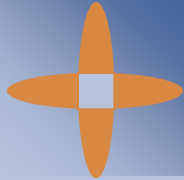
*Notes when reading this report:*

- + Percentages may not add up to 100% due to rounding.
- + In an effort to ensure the data was representative of the U.S. population, the overall data was weighted by U.S. Census data (2010 estimates). The table below shows the weighted proportions of each age group by ethnicity.

	Age		
	25-34 (K)	35-44 (L)	45-55 (M)
n =	(240)	(309)	(455)
White/Caucasian	79%	78%	84%
Black/African-American	5	8	9
Asian	8 <sub>M</sub>	4	2
Other	7	8 <sub>M</sub>	4

- + Throughout this report, certain tables and charts contain what are referred to as “nets.” Nets are the percentage of respondents who share similar characteristics. For example, a net might represent the percentage of respondents who cite any comments relating to sleep aids (either prescription or over-the-counter). On questions which allow multiple responses, the net may be a smaller percentage than the sum of the comments included in the net. This is because the net represents the proportion of respondents who made any of the included comments, not the proportion of responses.
- + As can be seen in the objectives on the previous page, the focus of this year’s poll is the effect of the bedroom environment. As a result, the analysis includes comparisons between certain respondent demographics and characteristics based on statistically significant differences.

What follows is a summary of the results of this research.



## Executive Summary

The National Sleep Foundation commissioned WB&A Market Research to conduct this public opinion poll that explores how Americans think about key elements of their bedrooms and to determine the effect of the bedroom environment on sleep. The poll was conducted among 1,004 randomly-selected Americans between the ages of 25 and 55. The results are representative of the total U.S. population within this age group.

Overall, the results of this research show that respondents believe that elements of the bedroom environment do affect their sleep. Respondents tended to rate elements of comfort in their bedroom as having the greatest impact on their sleep, particularly comfort in their mattress, pillows and/or sheets and bedding and temperature.

About nine in ten rated that having a comfortable mattress (93%) and/or comfortable pillows (91%) are important in getting a good night's sleep, while just slightly less rated a comfortable feel of sheets and bedding (86%) as important.

- ✦ About six in ten rated comfort of mattress (64%) and/or pillows (60%) as having a big impact on their ability to get a good night's sleep in the past two weeks.
- ✦ When asked about how elements of the bedroom contribute to creating a romantic environment, respondents rated comfortable feel of sheets and bedding (73%) and/or a comfortable mattress (71%) as important.

Almost two-thirds (65%) of respondents own or are considering buying curtains for their bedroom. Of these respondents, almost one-half find room darkening (47%) and/or color (46%) to be an important element when selecting bedroom curtains.

- ✦ Nearly three in ten (29%) of respondents who currently own or are considering buying curtains for their bedroom have shopped for curtains online. Of these respondents, about one-half (51%) have purchased curtains online.
- ✦ Almost four in ten (38%) of those who own or are considering buying curtains for their bedroom have room darkening curtains. Of these respondents, about three-fourths (76%) ever manage darkness in their bedroom.



## Executive Summary (continued)

Focusing on their sleep behavior, respondents typically slept less on workdays or weekdays than on non-workdays or weekends, with about six in ten meeting their sleep needs during workdays and weekdays compared to about eight in ten on non-workdays or weekends. Still, the majority (76%) said they got a good night's sleep at least a few nights a week.

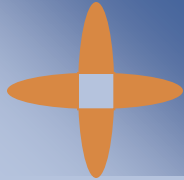
- ✦ Specifically, respondents reported getting about 6 hours and 44 minutes of sleep on workdays or weekdays, on average, compared to 7 hours and 35 minutes of sleep on non-workdays or weekends. While more than three in ten report getting the same amount of sleep on workdays or weekdays as on non-workdays or weekends (36%), nearly six in ten got less sleep on workdays or weekdays (59%).
- ✦ Among those whose sleep needs were being met (63% on workdays or weekdays, 83% on non-workdays or weekends), based on the hours of sleep respondents say they need to function at their best during the day vs. the hours of sleep they reported, respondents reported an average of more than 7 hours of sleep each day (7 hours and 9 minutes on workdays or weekdays, 7 hours and 58 minutes on non-workdays or weekends). In comparison, those who did not meet their sleep needs (37% on workdays or weekdays, 17% on non-workdays or weekends) reported an average of roughly 6 hours of sleep (6 hours and 2 minutes on workdays or weekdays, 5 hours and 58 minutes on non-workdays or weekends).

In addition, the research also found the following sleep habits among the respondents:

- ✦ Respondents most often said they slept with a significant other (63%), while more than one-fourth slept alone (27%).
- ✦ More than one in ten (15%) turned down their covers at night before going to bed 11 to 14 times in the last two weeks, while more than one-half of the respondents (56%) make their bed every day or almost every day.
- ✦ Respondents reported that they use about two pillows (average of 2.2) when they sleep.



# Findings

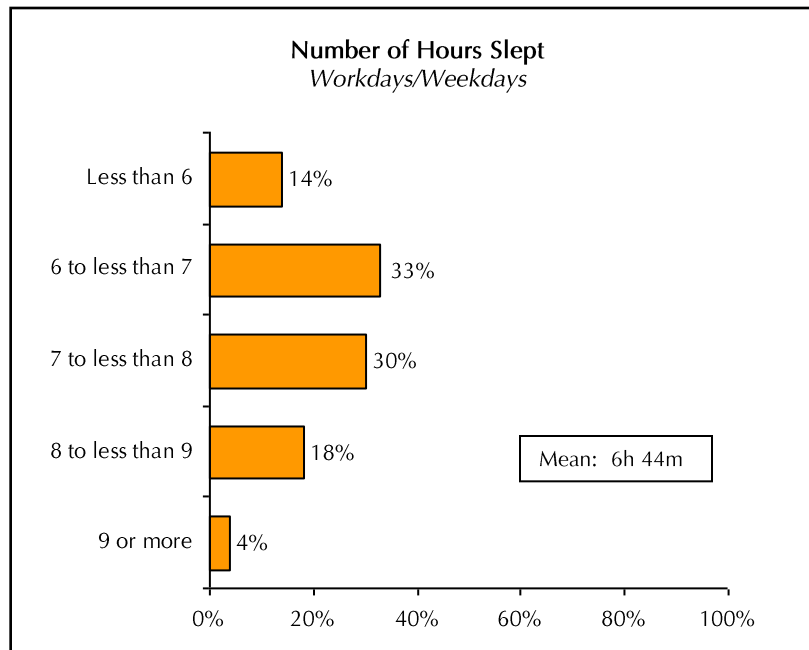


# Sleep Habits

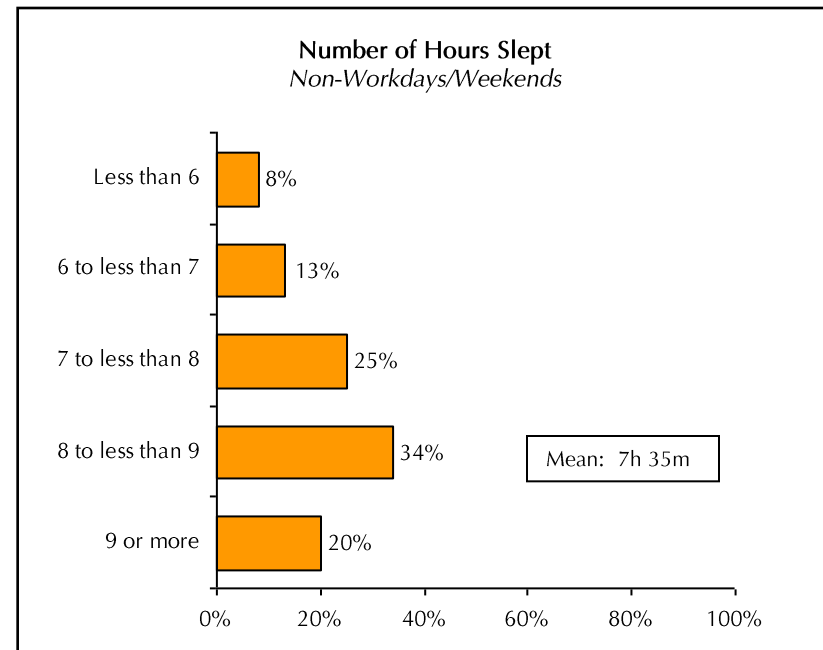
All respondents were asked how long they typically sleep on both a typical workday or weekday and a typical non-workday or weekend.

Overall, respondents reported that they typically slept less on workdays or weekdays than on non-workdays or weekends (6 hours and 44 minutes vs. 7 hours and 35 minutes, on average).

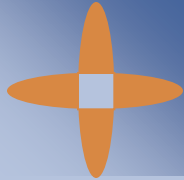
- ✦ In fact, the proportion who slept at least 8 hours on non-workdays or weekends is more than twice the proportion who do so on weekdays or workdays (54% vs. 23%).
- ✦ Notably, those who say they get a good night's sleep every day or almost every day get about an hour and a half more of sleep on workdays or weekdays (7 hours 18 minutes vs. 5 hours 36 minutes) and on non-workdays or weekends (7 hours 54 minutes vs. 6 hours and 24 minutes) on average compared to their counterparts.



Base = Those answering (n=817)  
Q2



Base = Those answering (n=815)  
Q3

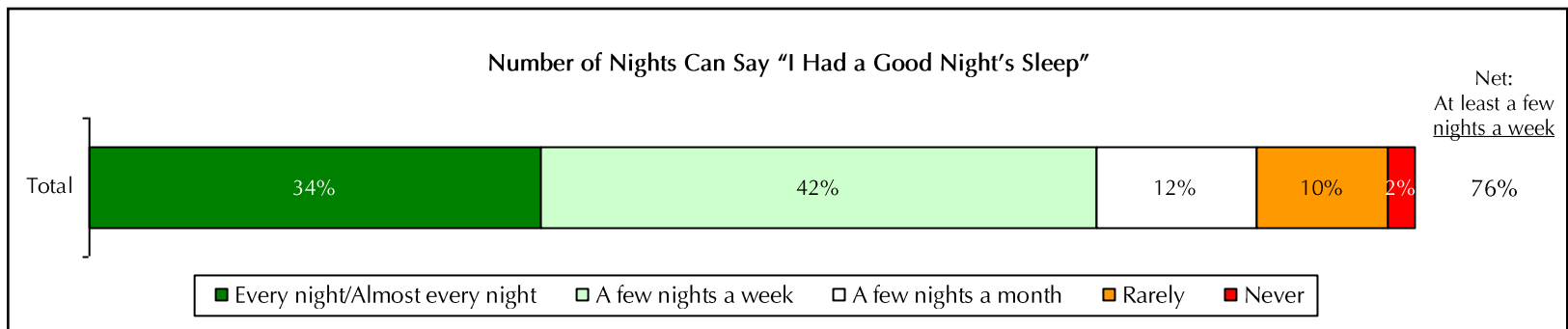


## Sleep Habits (continued)

All respondents surveyed were asked how often they can say “I had a good night’s sleep,” using a scale of every night/almost every night, a few nights a week, a few nights a month, rarely or never.

Overall, about three-fourths of the respondents (76%) said they had a good night’s sleep at least a few nights a week.

- ✦ Specifically, about three in ten (34%) said they had a good night’s sleep every night or almost every night.
- ✦ Conversely, more than one in ten (13%) said they rarely or never had a good night’s sleep.



Base = Total sample (n=1,004)

DK/Ref = 1%

Q1

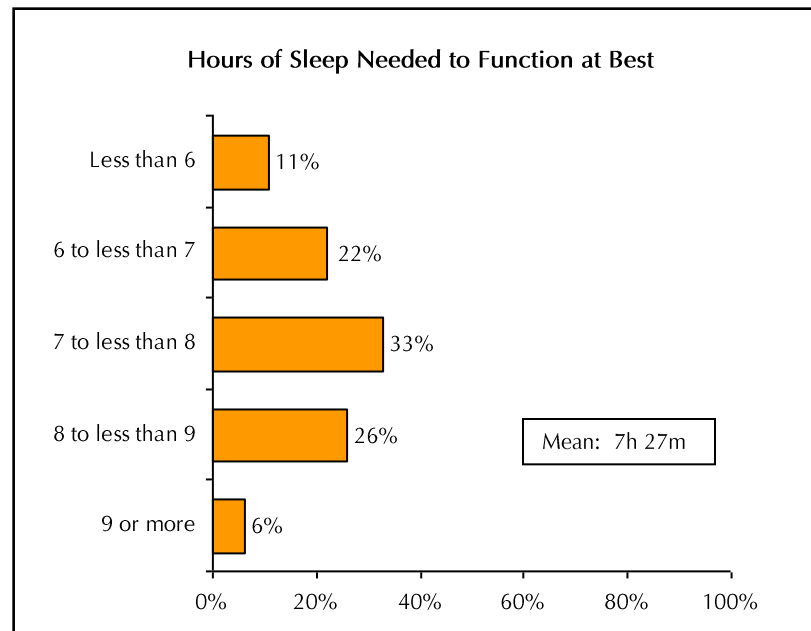


## Sleep Habits (continued)

Respondents were asked how many hours of sleep they need to function at their best during the day.

Overall, respondents reported that they need, on average, 7 hours and 27 minutes of sleep to function at their best during the day, about 45 minutes less than what they report getting on a typical weeknight.

- + Specifically, nearly one-third (32%) said they need at least 8 hours of sleep to function at their best.
- + At the same time, roughly one in ten (11%) said they needed less than 6 hours of sleep to function at their best.



Base = Total sample (n=1,004)

DK/Ref = 2%

Q4

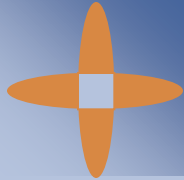


## Sleep Habits (continued)

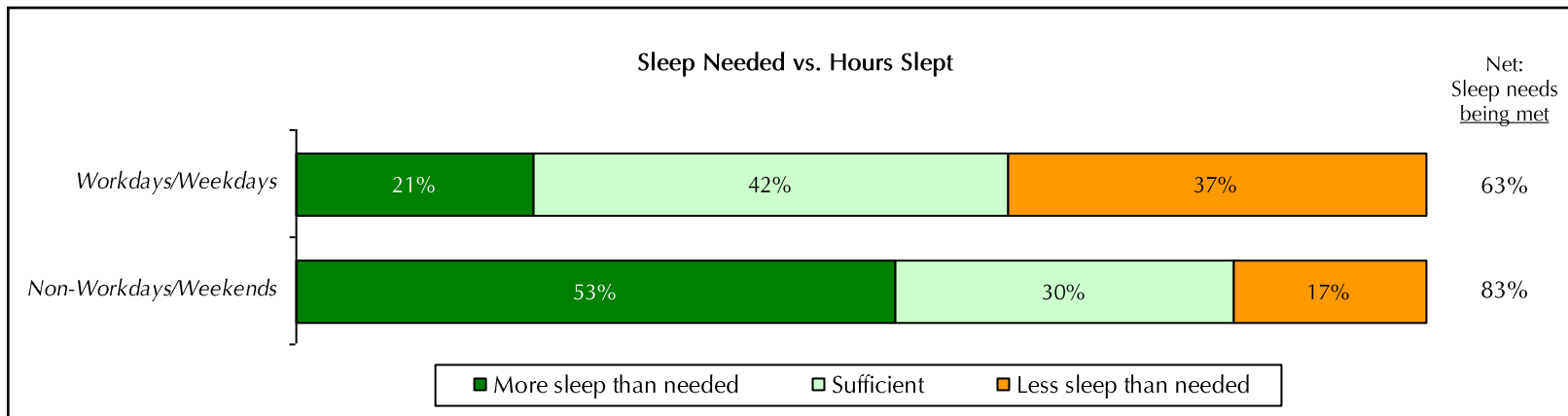
The results of the number of hours respondents said they need to function at their best during the day was compared to the number of hours respondents reported they actually slept.

Overall, more than three in ten respondents (37%) did not get enough sleep on workdays or weekdays, while almost two in ten (17%) did not get enough sleep on non-workdays or weekends to function at their best.

- ✦ Conversely, about six in ten (63%) were meeting their sleeping needs to function at their best on workdays and weekdays, with approximately eight in ten (83%) doing so on non-workdays or weekends.
- ✦ On workdays or weekdays, respondents who had their sleep needs met were getting more than one hour of extra sleep than those who did not meet their sleep needs, on average (7 hours and 9 minutes vs. 6 hours and 2 minutes).
- ✦ This gap widened on non-workdays and weekends, when respondents who had their sleep needs met reported getting almost two hours more sleep than their counterparts (7 hours and 56 minutes vs. 5 hours and 58 minutes).



## Sleep Habits (continued)



Base = Those answering (n=806,803)  
Q2/Q4, Q3/Q4

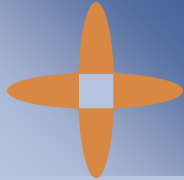
Sleep Needs Being Met		
	Workdays/ Weekdays	Non-Workdays/ Weekends
n =	(806)	(803)
Sleep needs are being met	63%	83%
Mean (# of hours of sleep) <sup>1</sup>	7h 9m	7h 56m
Sleep needs are <u>not</u> being met	37%	17%
Mean (# of hours of sleep) <sup>2</sup>	6h 2m	5h 58m

Base = Those answering

<sup>1</sup>Base = Those whose sleep needs are being met

<sup>2</sup>Base = Those whose sleep needs are not being met

Q2, Q3

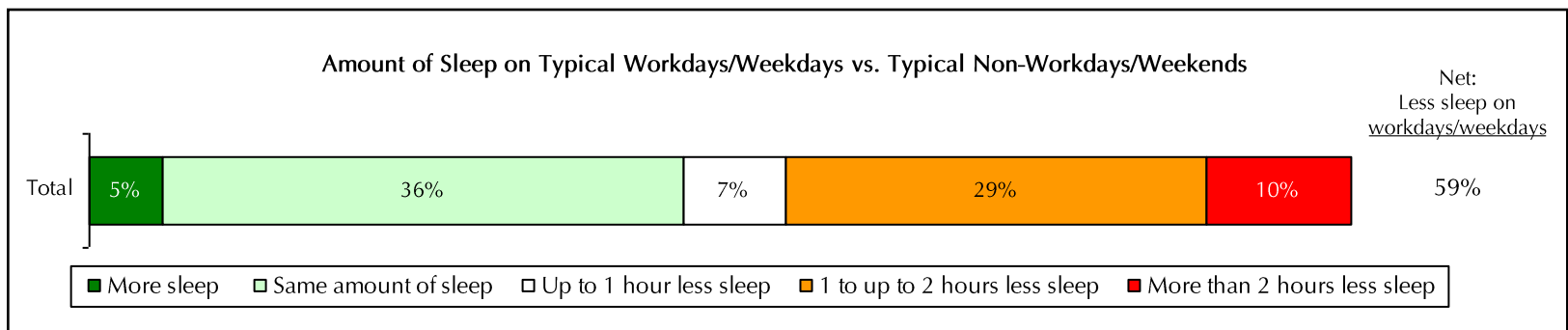


## Sleep Habits (continued)

Using the times that respondents reported sleeping on workdays or weekdays and non-workdays or weekends, the difference in the amount of sleep from workdays or weekdays to non-workdays or weekends was calculated.

Overall, respondents typically either got less sleep on workdays or weekdays (59%) or got the same amount of sleep (36%).

- ✦ Nearly three in ten (29%) slept 1 up to 2 hours less on workdays or weekdays than on non-workdays or weekends, while about one in ten (10%) got more than 2 hours less sleep on workdays or weekdays.
- ✦ Only one in twenty (5%) slept more on workdays or weekdays than on non-workdays or weekends.



Base = Those answering (n=803)  
Q2/Q3

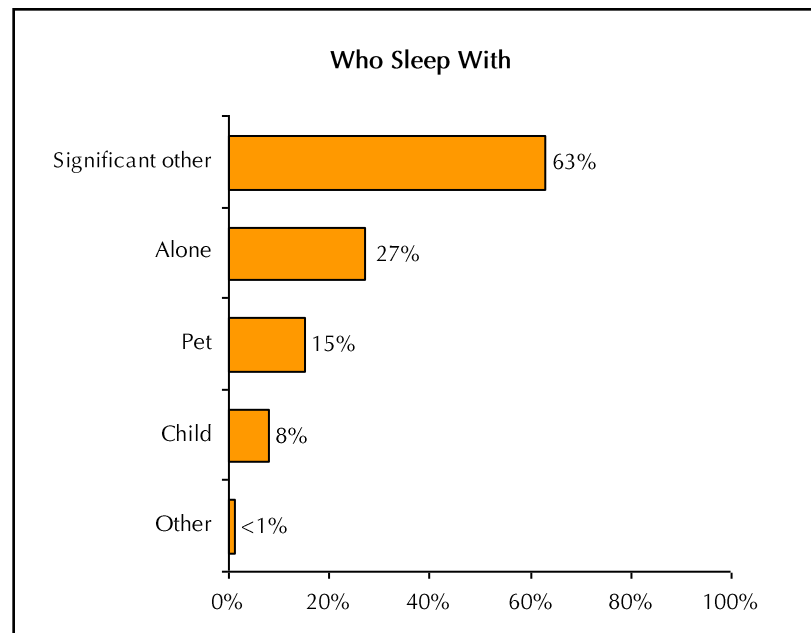


## Sleep Habits (continued)

All respondents were asked who they slept with on most nights.

Overall, most respondents (63%) slept with a significant other.

- + More than one-fourth (27%) slept alone.
- + In addition, approximately one in ten mentioned they slept with a pet (15%) and/or a child (8%).



Base = Total sample (n=1,004)  
DK/Ref = 1%  
Multiple Responses Accepted  
Q6



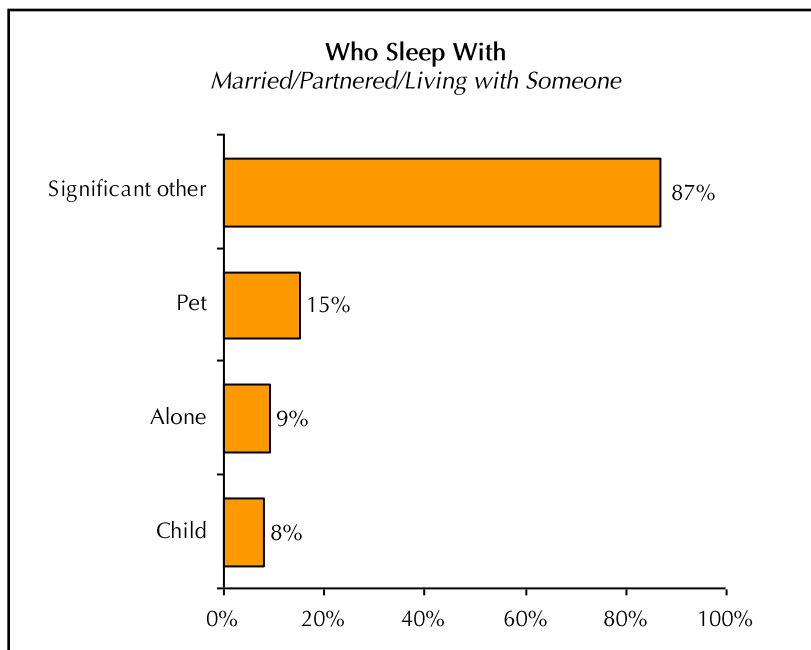
## Sleep Habits (continued)

Among those married, partnered or living with someone else, more than eight in ten (87%) slept with their significant other.

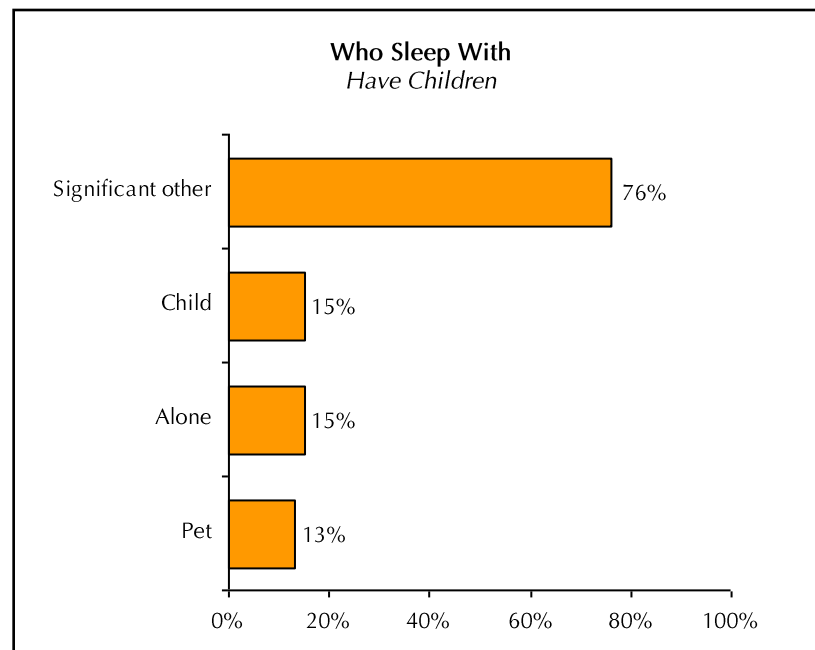
- ✦ About one in seven or fewer reported sleeping with a pet (15%), alone (9%) and/or with a child (8%).

Among those with children, about three-fourths (76%) slept with their significant other.

- ✦ About one in seven slept with a child (15%), alone (15%) and/or with a pet (13%).



Base = Those who are married/partnered or living with someone (n=729)  
DK/Ref = <1%  
Multiple Responses Accepted  
Q6



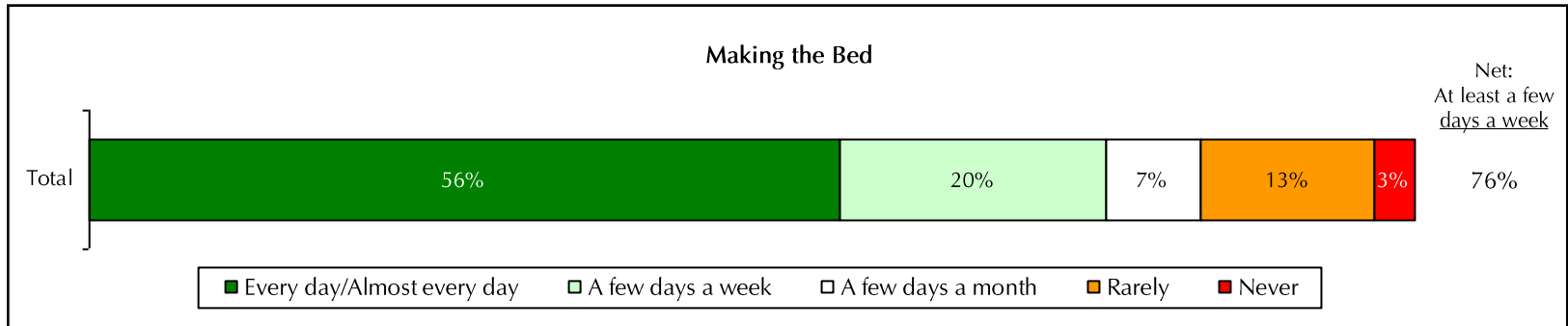
Base = Those who have children (n=504)  
DK/Ref = 1%  
Multiple Responses Accepted  
Q6

# Bedroom Environment

All respondents surveyed were asked how often they or someone else made the bed, using a scale of every day/almost every day, a few days a week, a few nights a month, rarely or never.

Overall, approximately three-fourths (76%) said their bed is made at least a few days a week.

✦ Specifically, more than one-half (56%) said their bed is made every day or almost every day.



Base = Total sample (n=1,004)  
DK/Ref = 1%  
Q5

Making the Bed				
	<i>Women/ Married or partnered (M)</i>	<i>Women/ Single or other (N)</i>	<i>Men/ Married or partnered (O)</i>	<i>Men/ Single or other (P)</i>
n =	(397)	(206)	(278)	(116)
Net: At least a few days a week	80% <sub>p</sub>	72%	81% <sub>NP</sub>	62%
Every day/Almost every day	62% <sub>NP</sub>	51	59% <sub>p</sub>	45
A few days a week	19	21	22	16
A few days a month	6	8	6	11
Net: Rarely/Never	14	19	12	26% <sub>MO</sub>

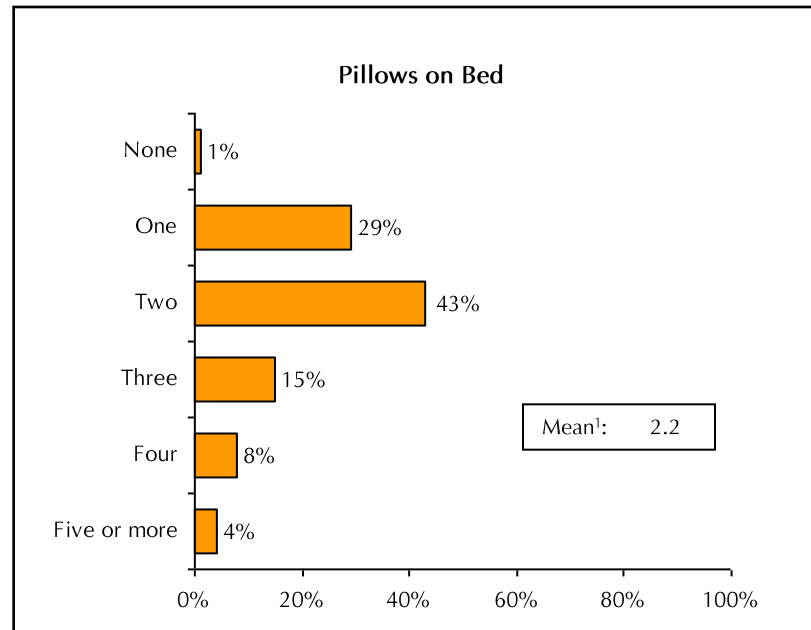
Base = Total sample  
Q5

## Bedroom Environment (continued)

All respondents were asked how many pillows they have on their bed that they personally use when they sleep.

Overall, respondents reported that they use about two pillows when they sleep (average of 2.2 pillows).

- ✦ Specifically, about seven in ten respondents (72%) used one or two pillows when they sleep.
- ✦ More than one-fourth of the respondents (27%) used at least three pillows on their beds when they sleep.



Base = Total sample (n=1,004)

<sup>1</sup>Base = Those with pillows (n=996)

Q7

Pillows on Bed				
	<i>Women/ Married or partnered (M)</i>	<i>Women/ Single or other (N)</i>	<i>Men/ Married or partnered (O)</i>	<i>Men/ Single or other (P)</i>
n =	(397)	(206)	(278)	(116)
Mean	2.1	2.4 <sub>M</sub>	2.1	2.4 <sub>M</sub>

Base = Total sample

Q7

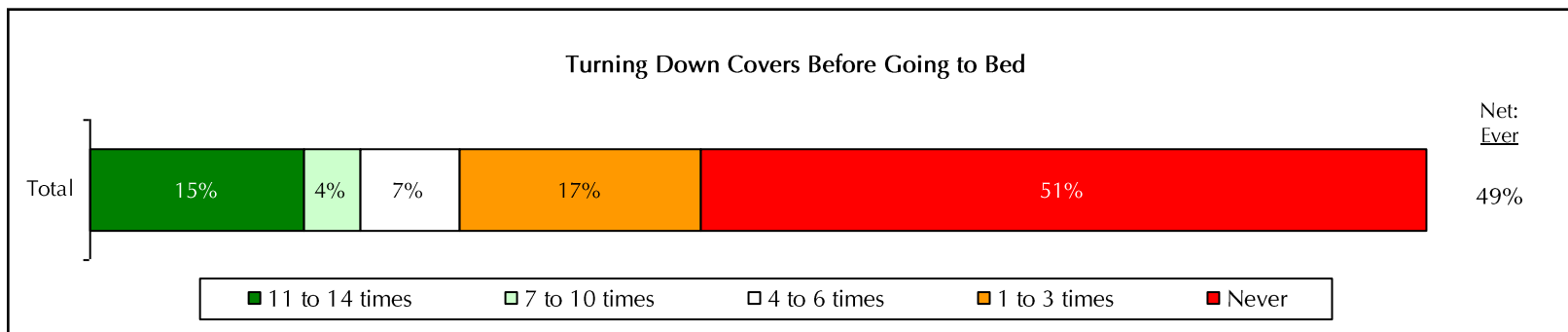


## Bedroom Environment (continued)

All respondents were asked how often they or someone else turned down the covers before actually going to bed in the last two weeks.

Overall, nearly one-half of respondents (49%) ever turned down their covers ever before going to bed.

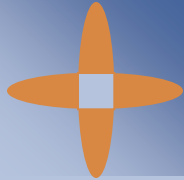
- ✦ Specifically, more than one in ten (15%) turned down their covers 11 to 14 times in the past two weeks.
- ✦ In comparison, more than one-half of respondents (51%) never did so.



Base = Total sample (n=1,004)  
DK/Ref = 5%  
Q8

Turning Down Covers Before Going to Bed			
	25-34 (K)	35-44 (L)	45-55 (M)
n =	(240)	(309)	(455)
Ever	47%	49%	50%

Base = Total sample  
Q8



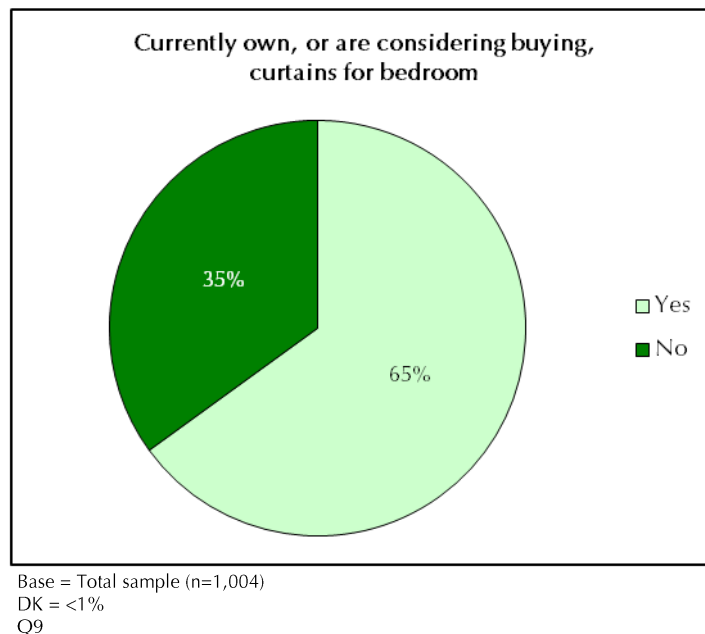
## Bedroom Curtains

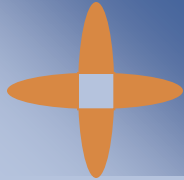
All respondents were asked if they currently own or are considering buying curtains for their bedroom.

- ✦ More than six in ten (65%) currently own or are considering buying curtains for their bedroom, while the other 35% do not own and are not considering buying curtains for their bedroom.

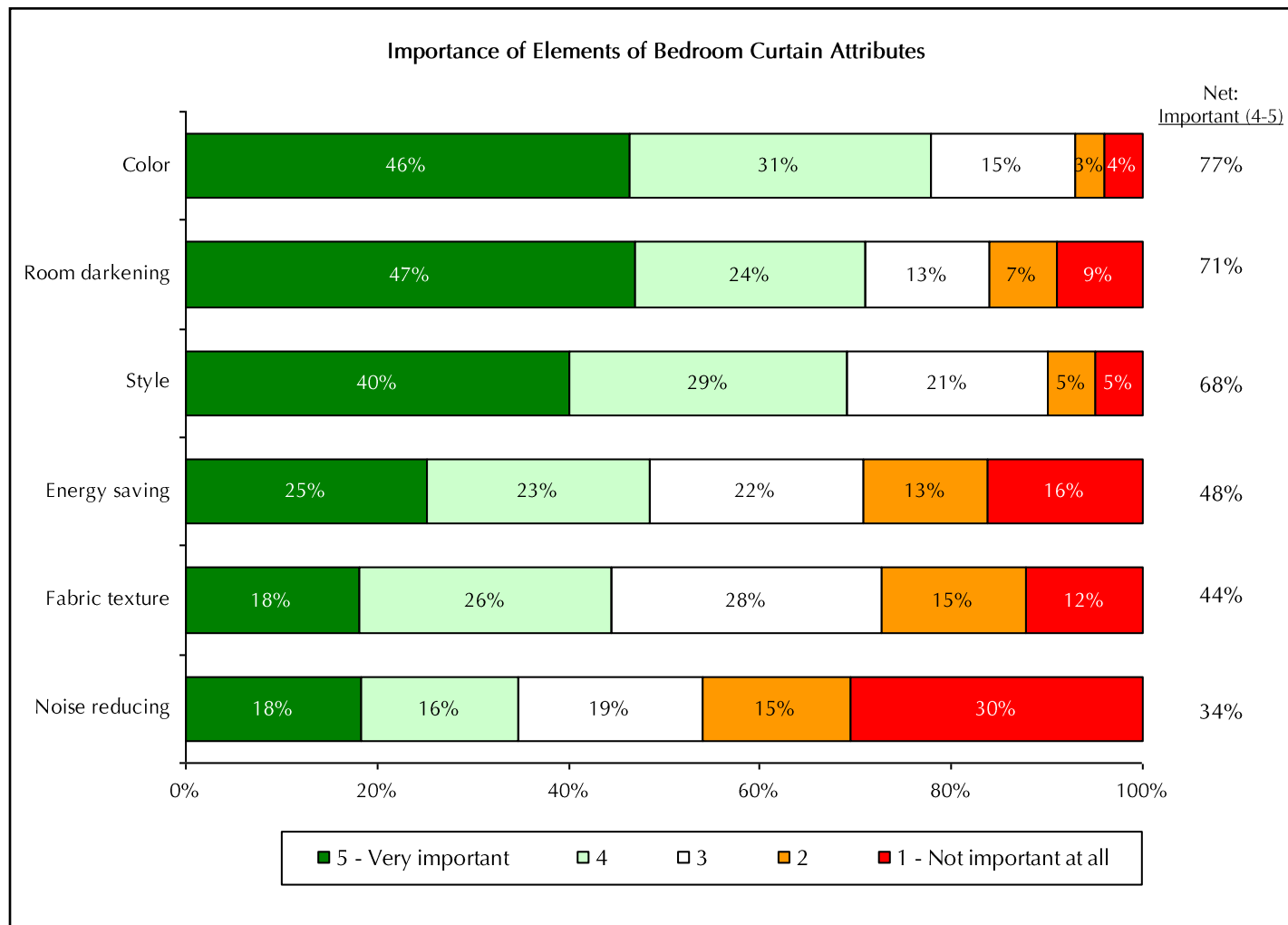
Of those who currently own or are considering buying curtains for their bedroom, almost one-half of the respondents think that room darkening (47%) and/or color (46%) are very important elements of curtains.

- ✦ Four in ten (40%) find style to be a very important element, while one-fourth (25%) find energy saving to be very important.
- ✦ Fewer than two in ten find fabric texture and/or noise reducing to be very important elements of bedroom curtains (18% each).





## Bedroom Curtains (continued)



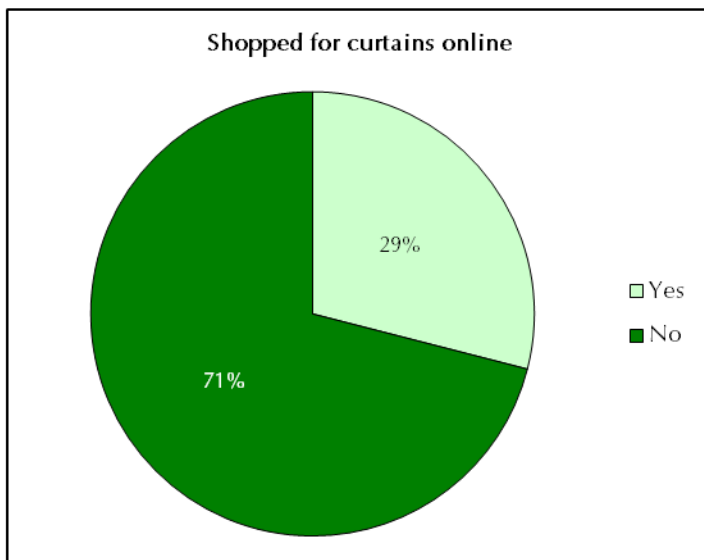
Base = Those who currently own or are considering buying curtains for their bedroom (n=644)  
DK/Ref = 2% or less  
Q9A



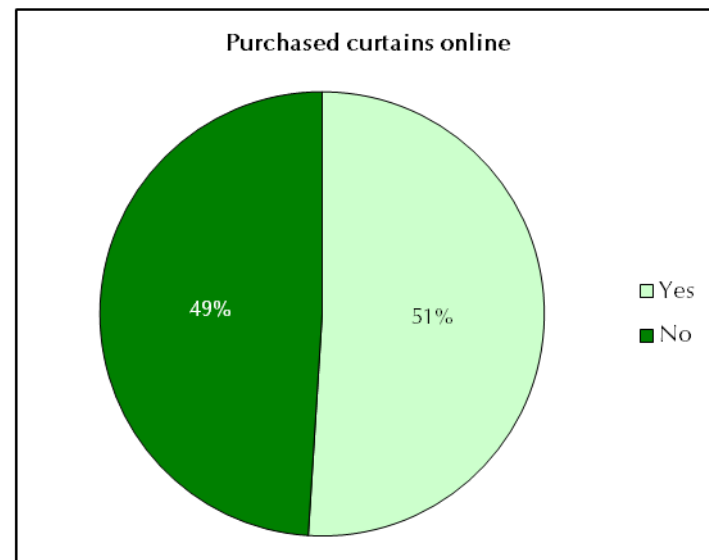
## Bedroom Curtains (continued)

Those who currently own or are considering buying curtains for their bedroom were asked if they had shopped for curtains online.

- ✦ Nearly three in ten (29%) have ever shopped for curtains online.
- ✦ About one-half (51%) of those who have shopped for curtains online then purchased curtains online.



Base = Those who currently own or are considering buying curtains for their bedroom (n=644)  
Q10



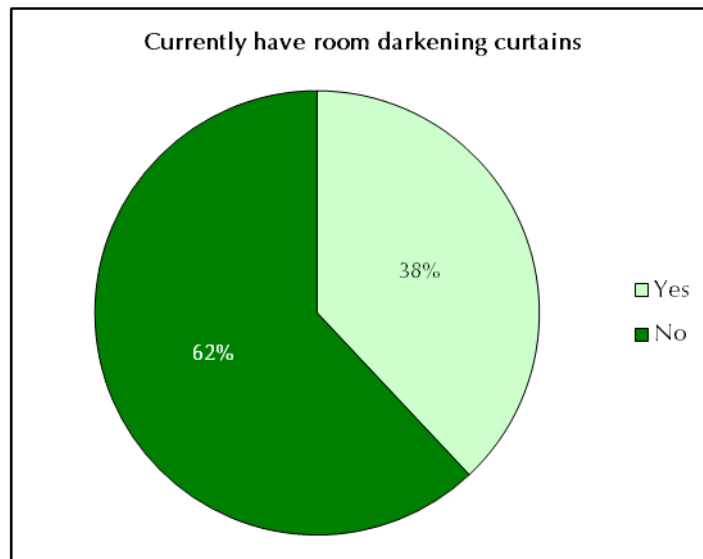
Base = Those who have shopped for curtains online (n=192)  
Q10A



## Bedroom Curtains (continued)

Those who currently own or are considering buying curtains for their bedroom were asked if they have room darkening curtains.

- ✦ Almost four in ten (38%) have room darkening curtains.



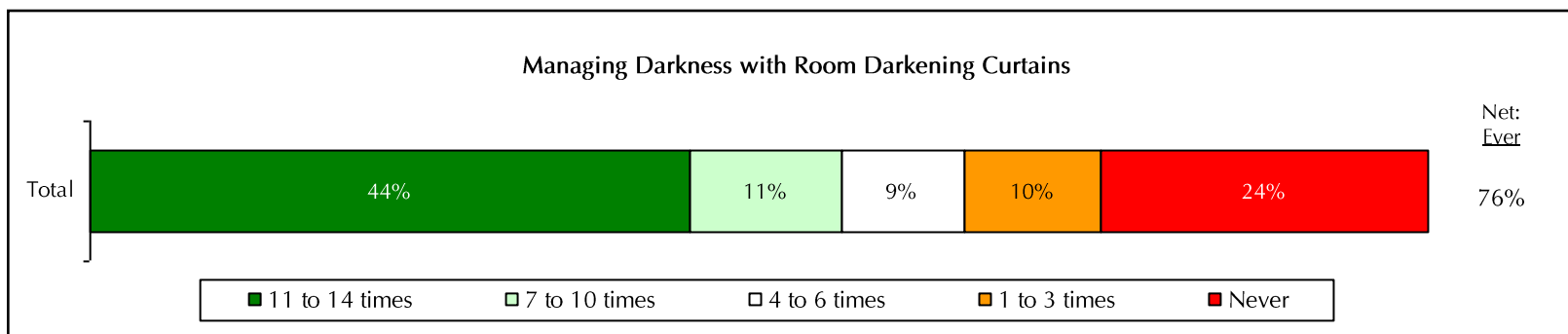
Base = Those who currently own or are considering buying curtains for their bedroom (n=644)  
Q11



## Bedroom Curtains (continued)

About three fourths (76%) of those with room darkening curtains ever managed darkness in the last two weeks. Managing darkness constitutes closing the room darkening curtains at night and opening them in the morning.

- ✦ Interestingly, about four in ten (44%) managed darkness 11 to 14 times during the last two weeks.
- ✦ Conversely, nearly one-fourth of the respondents (24%) never managed darkness in the last two weeks.



Base = Those who own room darkening curtains (n=252)  
DK/Ref = 2%  
Q11A



## Electronic Appliances in Bedroom

Respondents were asked if they have the following electronic appliances in their bedroom. If they said they have an “other” electronic device in their bedroom, respondents were asked to clarify a response.

Electronic Appliances in Bedroom	
	Yes
Alarm clock	89%
Table lamp	73
Phone or cell phone	72
TV	71
Reading light	41
Laptop/Notebook/Tablet/Computer	39
Night light	21
E-Reader	13
Gaming system	11
Other	20
<i>Of those who said they had an “Other” electronic appliance in their bedroom:</i>	(199)
DVD player/VCR	24%
Fan/Ceiling fan	20
Radio	12
Space heater	9
Cable box/DVR	8
Humidifier/Dehumidifier	6
CPAP machine	5
Sound machine	5
iPod	5
Stereo system	5

Base = Total sample (n=1,004)  
Multiple Responses Accepted, Top Mentions  
Q12



## Electronic Appliances in Bedroom (continued)

Approximately seven in ten or more have an alarm clock (89%), table lamp (73%), phone or cell phone (72%) and/or TV (71%).

- ✦ Notably, nearly four in ten (39%) leave their phone and cell phone on during the night.
- ✦ About one in ten (11%) leave their TV on during the night.

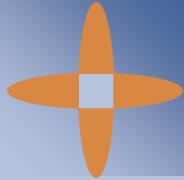
Managing Light from Appliances in Bedroom			
	Leave on	Silent, vibrate or sleep	Turn off, unplug or remove
Alarm clock	77%	7%	4%
Table lamp	1	n/a	98
Phone or cell phone	39	17	7
TV	11	10	75
Reading light	1	n/a	98
Laptop/Notebook/Tablet/Computer	3	7	30
Night light	46	n/a	51
E-Reader	6	9	83
Gaming system	5	5	88

Base = Those who have appliance in bedroom (n= 93-889)

n/a = Not applicable for electronic appliances

Top Mentions

Q12A



## Mattresses and Sleep

Respondents were asked if they experience any problems when sleeping on their mattress on a 5 point scale from every night or almost every night to never.

Overall, about four in ten (41%) said they have problems with tossing and turning at least a few nights a week. Nearly one-fourth of the respondents (24%) said they have problems with partner movement when sleeping on their mattress at least a few nights a week.

Fewer than two in ten said they have the following problems when sleeping on their mattress at least a few nights a week:

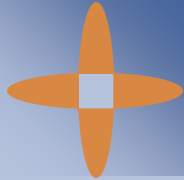
- ✦ Lack of support leading to back and/or neck pain (18%);
- ✦ Mattress sags in the middle or on the edges (17%);
- ✦ Mattress is comfortable for one of us, but not the other (17%); and/or
- ✦ Can't find a comfortable temperature (17%).

About one in ten or fewer said they have the following problems when sleeping on their mattress at least a few nights a week:

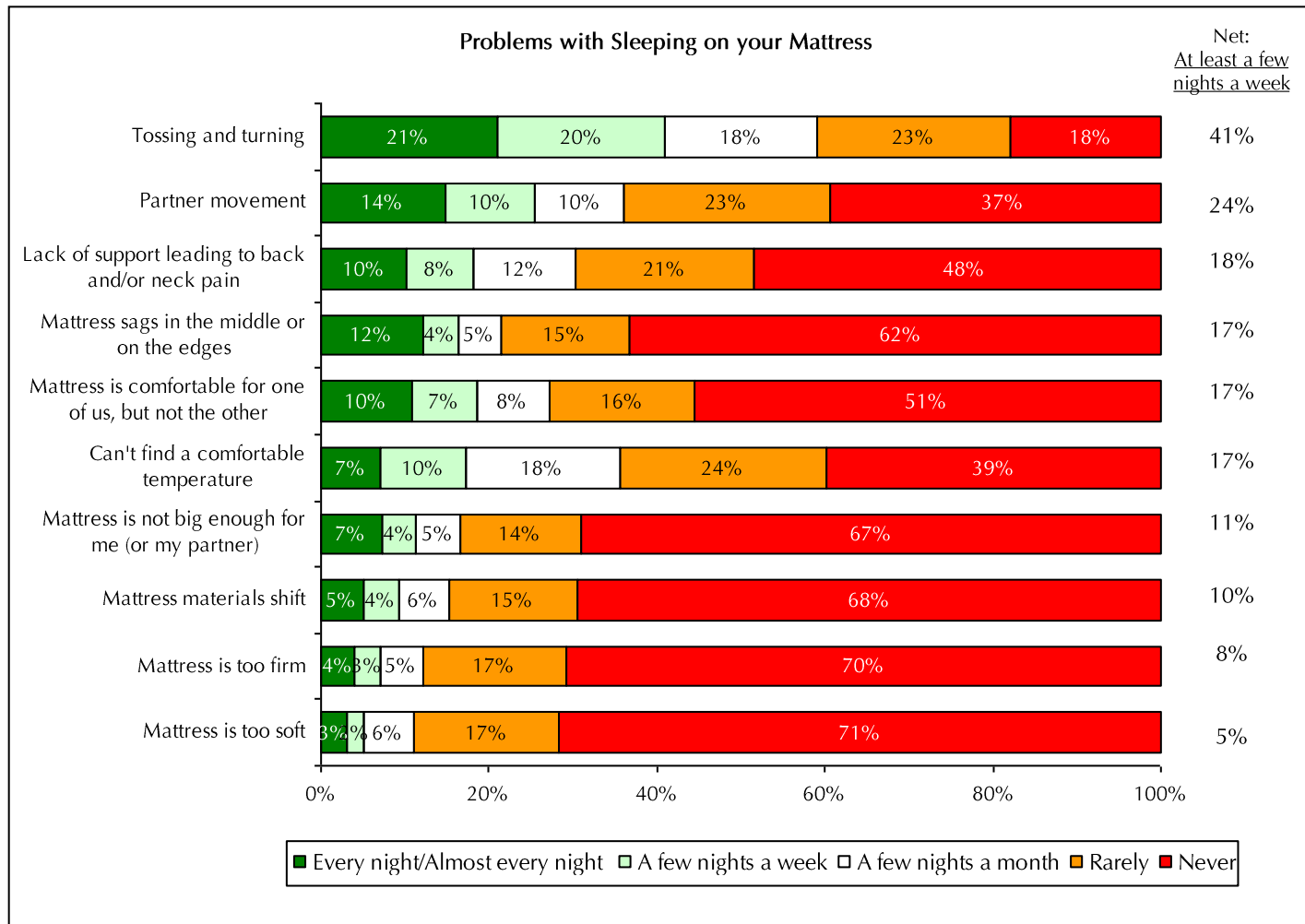
- ✦ Mattress is not big enough for me (or my partner) (11%);
- ✦ Mattress materials shift (10%);
- ✦ Mattress is too firm (8%); and/or
- ✦ Mattress is too soft (5%).

There were some notable differences between certain groups of respondents. Specifically...

- ✦ Females tended to be significantly more likely than their male counterparts (28% vs. 17%) to cite experiencing partner movement as a problem when sleeping at least a few nights a week.
- ✦ Respondents who said they experience a good night sleep a few nights a week or less were significantly more likely than those who said they experience a good night sleep every night or almost every night to have the following sleep problems at least a few nights a week:
  - ✦ Tossing and turning (61% vs. 21%);
  - ✦ Mattress sags in the middle or on the edges (26% vs. 10%); and/or
  - ✦ Mattress is too firm (14% vs. 6%).



## Mattresses and Sleep (continued)



Base = Total sample (n=1,004)  
 DK/Ref = 3% or less  
 Q13



## Sleep and the Bedroom

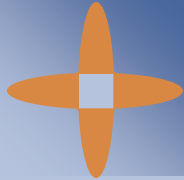
Respondents were asked if they strongly agree, agree, disagree or strongly disagree with the statement “I choose bedroom products that...”

- + Will help me sleep well;
- + Look great for visitors; and
- + Make my bedroom more livable when I am not sleeping.

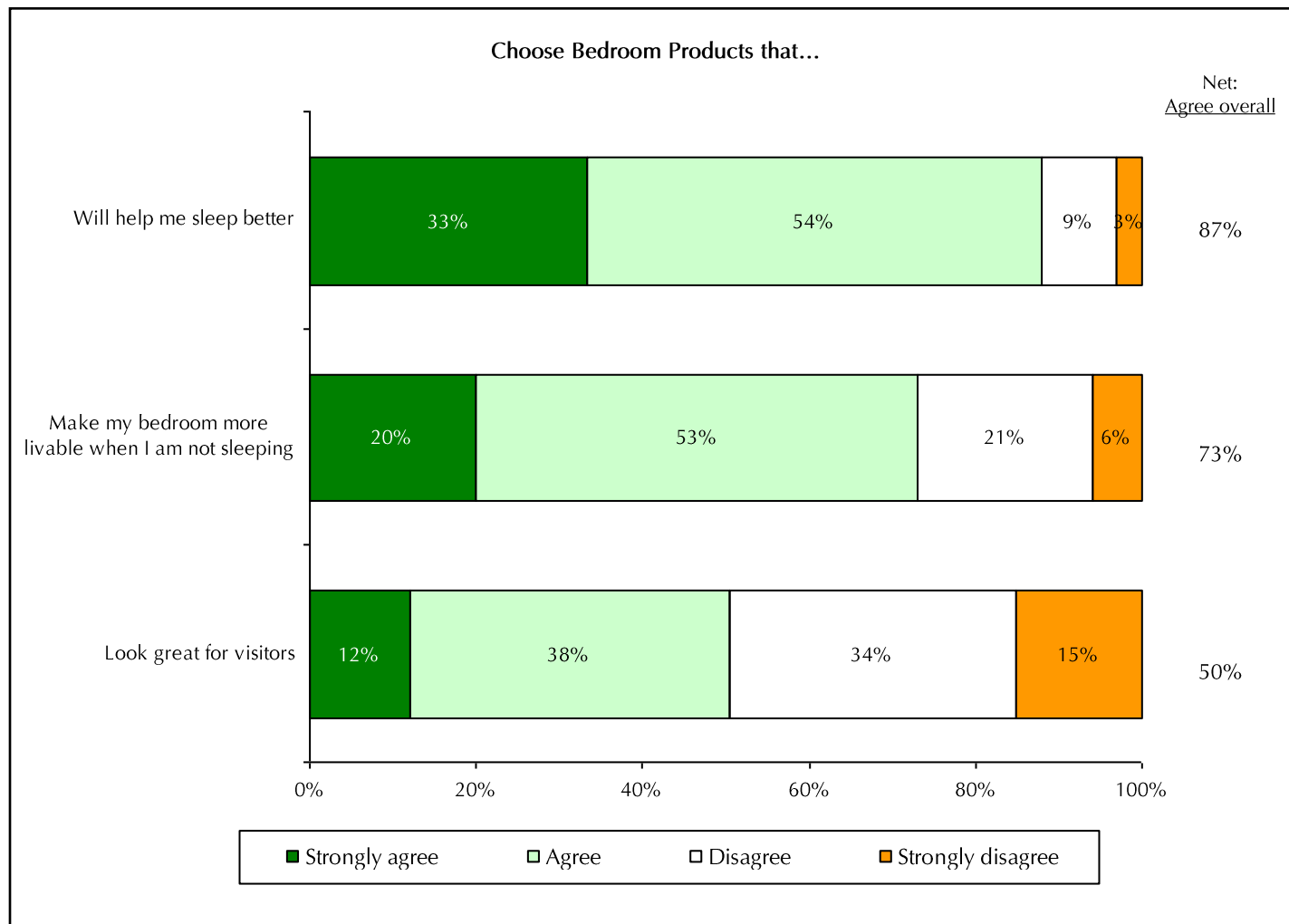
The majority of respondents (87%) agree overall that they choose bedroom products that will help them sleep better. One-third (33%) strongly agree that they choose bedroom products that will help them sleep better.

Almost three-fourths of the respondents (73%) agree overall they choose bedroom products that make their bedroom more livable when they are not sleeping.

One-half of the respondents (50%) agree overall that they choose bedroom products that look great for visitors.



## Sleep and the Bedroom (continued)



Base = Total sample (n=1,004)  
DK/Ref = 1% or less  
Q15



## Sleep and the Bedroom (continued)

Respondents were asked the last time they purchased products for their bedroom: In the past 6 months, more than 6 months to 1 year ago, more than 1 year to 2 years ago, more than 2 years to 5 years ago or more than 5 years ago.

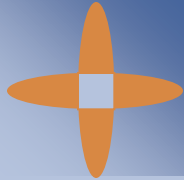
About two-thirds of respondents (67%) purchased a mattress more than 2 years ago. Nearly, one-half (49%) purchased bedroom curtains more than two years ago.

Approximately four in ten purchased a comforter (40%) and/or mattress pad or mattress protector (39%) more than two years ago. Nearly three in ten (29%) purchased a pillow protector more than two years ago.

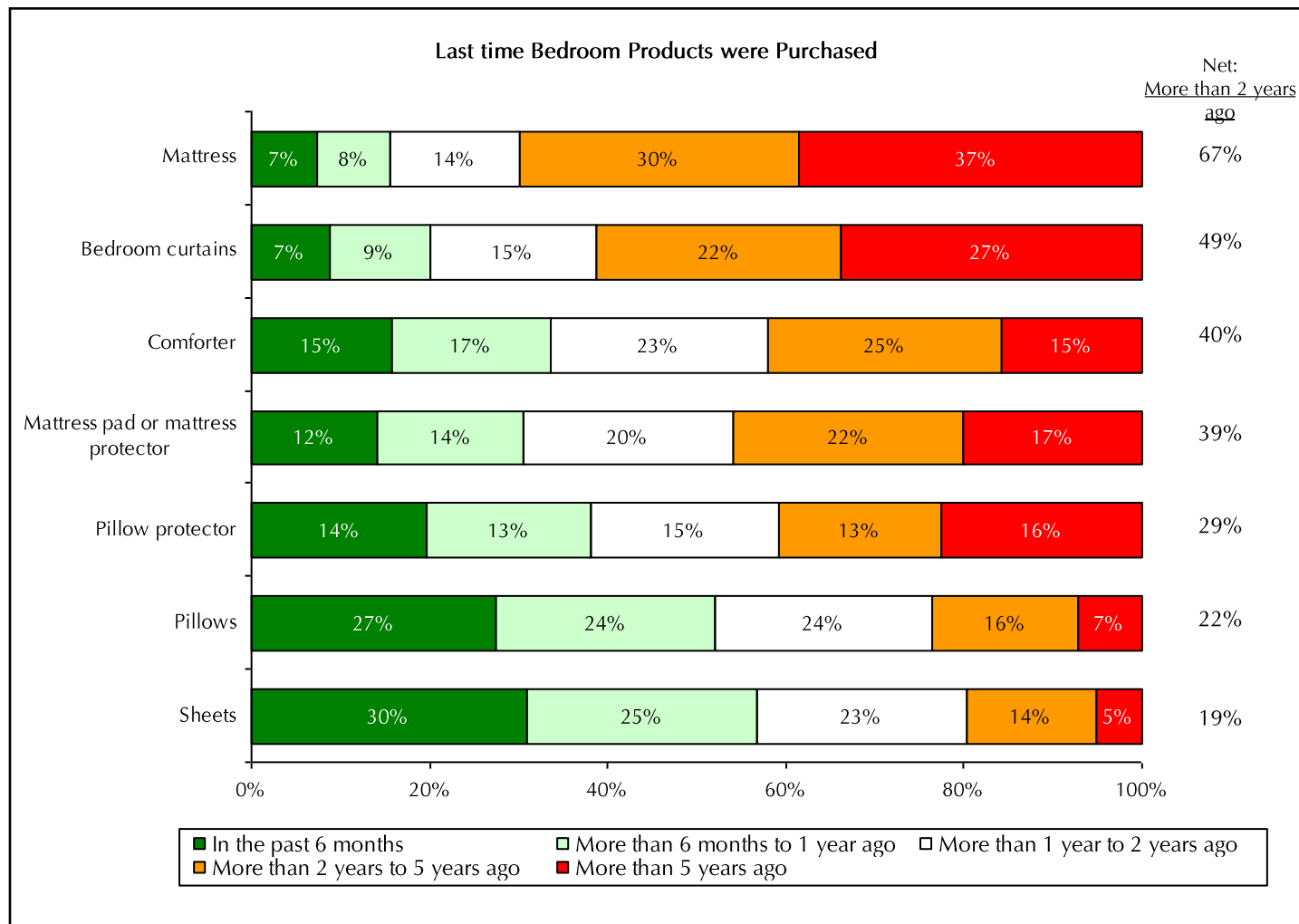
Roughly two in ten purchased the following bedroom products more than two years ago:

- ✦ Pillows (22%); and/or
- ✦ Sheets (19%).

Interestingly, about three in ten respondents purchased sheets (30%) and/or pillows (27%) in the past 6 months.



## Sleep and the Bedroom (continued)



Base = Total sample (n=1,004)  
DK/Ref = 15% or less  
Q16



## Importance of Elements in Getting a Good Night's Sleep

Respondents were asked to rate the importance of several elements of their sleep experience in getting a good night's sleep, using a 5-point scale from 5 (very important) to 1 (not important at all).

Overall, about nine in ten rated a comfortable mattress (93% rated 4-5), comfortable pillows (91%) and/or a comfortable feel of sheets and bedding (86%) as important in getting a good night's sleep.

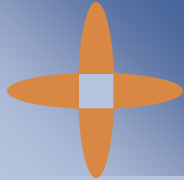
About six in ten or more rated the following elements as important in getting a good night's sleep:

- + Quiet room (74%);
- + Dark room (73%);
- + Cool room temperature (67%);
- + Fresh air, free of allergens (63%); and/or
- + Clean bedroom (62%).

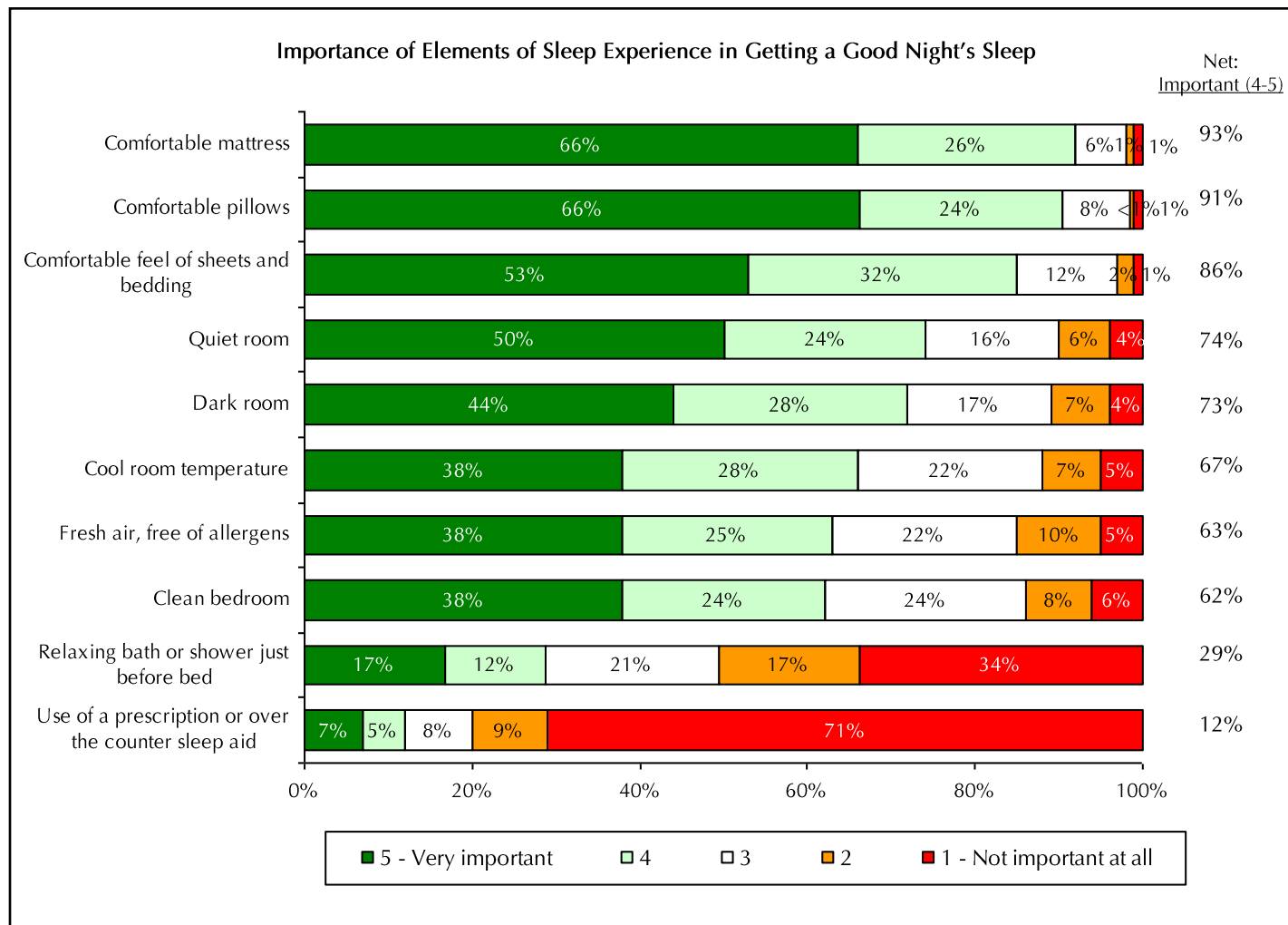
In comparison, nearly three in ten (29%) rated likewise for a relaxing bath or shower just before bed and/or 12% rated use of a prescription or over the counter sleep aid as important.

There were some notable differences between certain groups of respondents. Specifically...

- + Females tended to be significantly more likely than their male counterparts to find comfortable pillows (93% vs. 87%) and comfortable feel of sheets and bedding (88% vs. 82%) to be important elements of sleep experience in getting a good night's sleep.
- + Respondents ages 45-55 tended to be significantly more likely both of their counterparts (those ages 25-34 and ages 35-44) to cite a clean bedroom to be an important element of sleep experience in getting a good night's sleep (69% ages 45-55 vs. 58% both ages 25-34 and 35-44).



## Importance of Elements in Getting a Good Night's Sleep (continued)



Base= Those able to rate (n=945-1,000)  
Q17

## Importance of Elements in Getting a Good Night's Sleep (continued)

Comparing those who say they get a good night's sleep every night or almost every night vs. a few nights week vs. rarely or never shows very little difference in ratings for how important these elements of their sleep experience are in getting a good night's sleep.

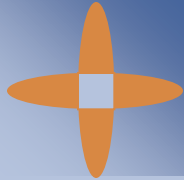
- ✦ In fact, the only significant difference between the groups of respondents is the proportion who rated use of a prescription or over the counter sleep aid as important (8% every night/almost every night vs. 14% a few nights a week vs. 27% rarely or never).

Importance of Elements in Getting a Good Night's Sleep			
	Had a Good Night's Sleep...		
	Every night/ Almost every night (B)	A few nights a week (C)	Rarely/ Never (D)
<b>Net: Important</b> n =	(325-349)	(617-648)	(111-120)
Comfortable mattress	92%	93%	90%
Comfortable pillows	89	91	91
Comfortable feel of sheets and bedding	86	85	85
Quiet room	75	73	72
Dark room	68	75	76
Cool room temperature	70	65	68
Fresh air, free of allergens	60	64	71
Clean bedroom	63	62	65
Relaxing bath or shower just before bed	28	29	35
Use of a prescription or over the counter sleep aid	8	14 <sub>B</sub>	27 <sub>BC</sub>

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.

Q17



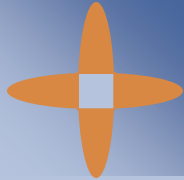
## Impact of Elements in Getting a Good Night's Sleep

Respondents were asked to rate the impact of several elements on their ability to get a good night's sleep in the past two weeks, using a 5-point scale from 5 (major impact) to 1 (no impact).

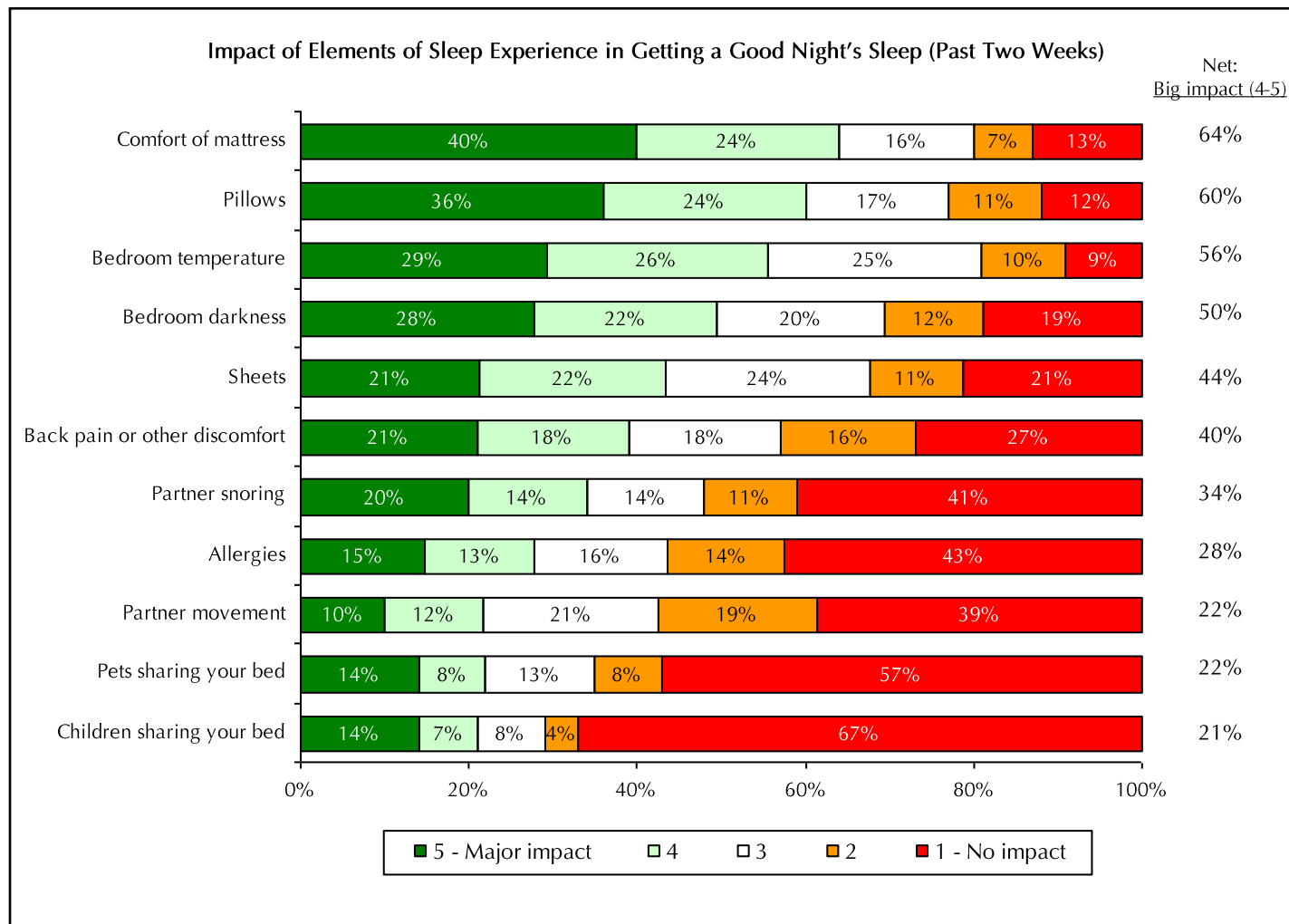
- ✦ Overall, the elements with the biggest impact on respondents' ability to get a good night's sleep were mattresses (64% rated 4-5), pillows (60%) and bedroom temperature (56%).
- ✦ In addition, more than one-half rated bedroom darkness (50%) and/or sheets (44%) as having a big impact, while about four in ten rated similarly for their partner snoring (34%) and/or allergies (28%).
- ✦ Conversely, fewer than three in ten rated that pets sharing the bed (22%), partner movement (22%) and/ or children sharing the bed (21%) has a big impact on their ability to get a good night's sleep.

Several notable differences emerged between certain groups of respondents. Specifically...

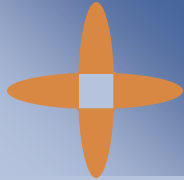
- ✦ Females tended to be significantly more likely than their male counterparts to state bedroom temperature (58% vs. 51%), partner snoring (41% vs. 23%) and/or partner movement (27% vs. 16%) to be a big impact on their ability to get a good night's sleep in the past two weeks.



## Impact of Elements in Getting a Good Night's Sleep (continued)



Base = Those able to rate (n=716-992)  
Q18



## Importance of Elements in Creating a Romantic Environment

Respondents were then asked to rate the importance of several elements of their sleep experience in creating a romantic environment, using a 5-point scale from 5 (very important) to 1 (not important at all).

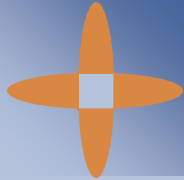
Overall, almost three-fourths of the respondents rated comfortable feel of sheets and bedding (73% rated 4-5) an/or a comfortable mattress (71%) as important in creating a romantic environment.

In addition, approximately six in ten rated a clean bedroom (68%), comfortable pillows (62%) and/ or a quiet room (58%) as important.

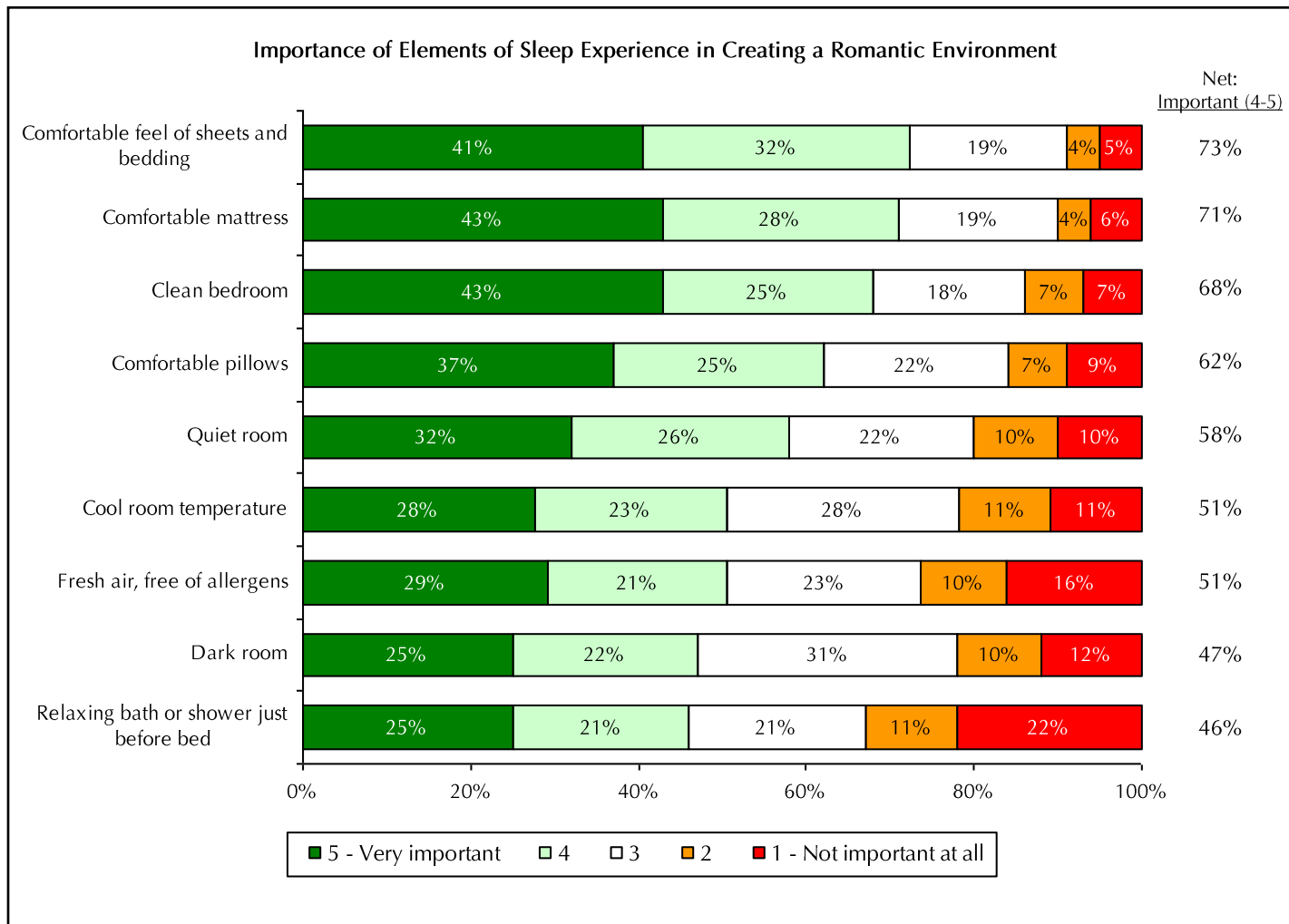
More than one-half also rated the following elements as important in creating a romantic environment:

- ✦ Fresh air, free of allergens (51%);
- ✦ Cool room temperature (51%);
- ✦ Dark room (47%); and/or
- ✦ Relaxing bath or shower just before bed (46%).

Interestingly, at least one-fourth of respondents or more rated all of the attributes as very important in creating a romantic environment in the bedroom.



## Importance of Elements in Creating a Romantic Environment (continued)



Base = Those able to rate (n=956-966)  
Q19



## Comparison of Elements between own Bedroom and Hotel

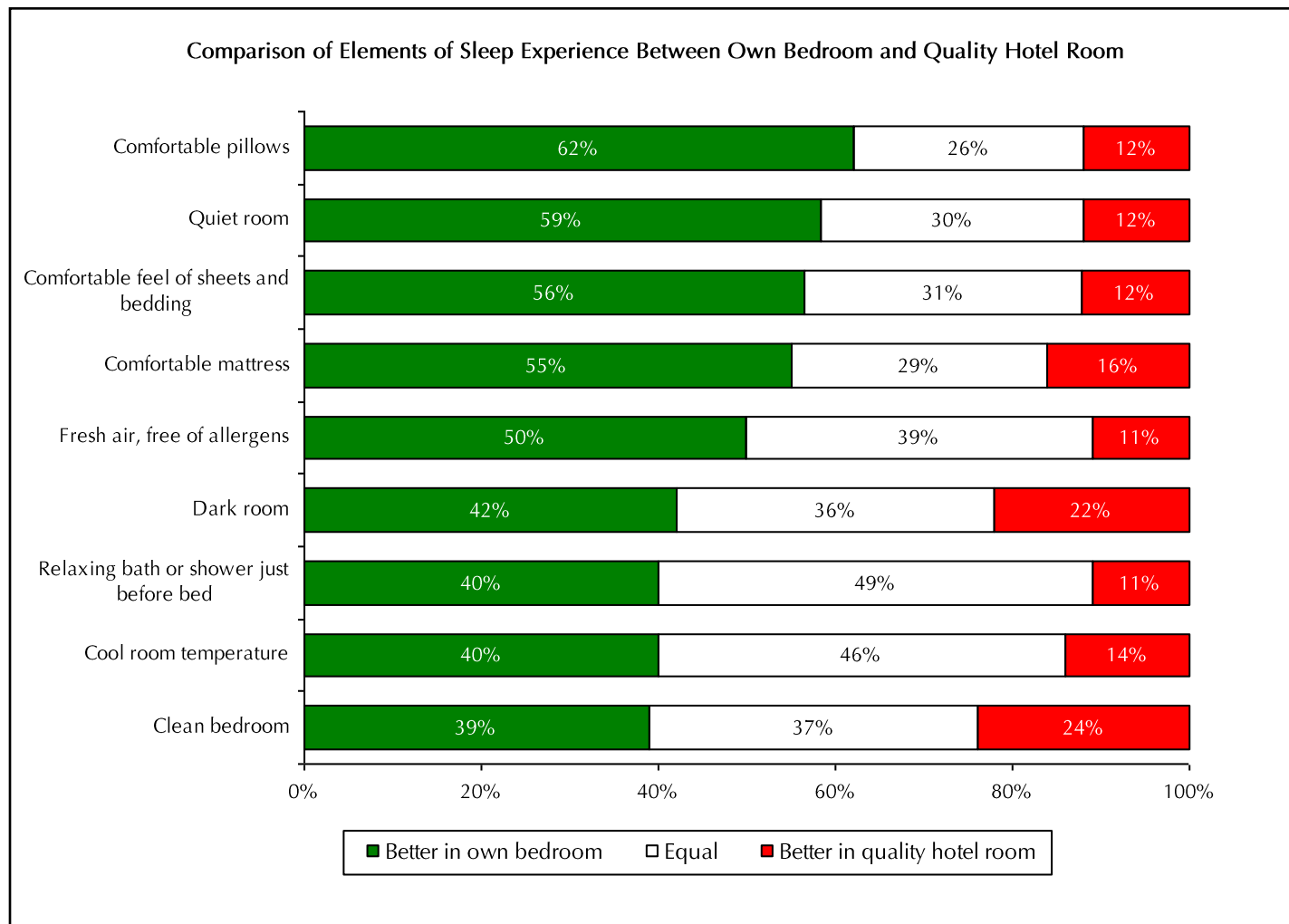
Next, respondents were asked whether several elements of their sleep experience are better in their own bedroom, at a quality hotel room, or equal at both.

Overall, respondents tended to say either that these elements were better in their own bedroom than at a quality hotel room or at least equal at both.

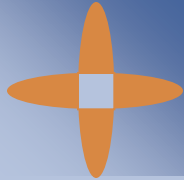
- ✦ Specifically, roughly six in ten mentioned that comfortable pillows (62%), comfortable feel of sheets and bedding (56%) and/or a comfortable mattress (55%) are better in their own bedrooms than at a quality hotel room.
- ✦ About one-half or more said the following as better in their own bedrooms:
  - ✦ Fresh air, free of allergens (50%)
  - ✦ Quiet room (59%)
- ✦ In comparison, approximately four in ten indicated that the following elements as better in their own bedrooms:
  - ✦ Dark room (42%)
  - ✦ Cool room temperature (40%)
  - ✦ Relaxing bath or shower just before bed (40%)
  - ✦ Clean bedroom (39%)



## Comparison of Elements between own Bedroom and Hotel (continued)



Base = Those able to rate (n=909-992)  
Q20



# Characteristics of Respondents

Characteristics of Respondents	
	Total
<b><u>Community Type</u></b> n =	(1,004)
Suburban	51%
Rural	23
Urban	21
Other	4
Don't know/Refused	1
<b><u>Marital Status</u></b> n =	(1,004)
Married or Partnered	65%
Single	21
Living with someone	6
Divorced	5
Separated	1
Widowed	1
Refused	1
<b><u>Children in Household</u></b> n =	(1,004)
Have children	50%
0-5 years of age	37
6-10 years of age	41
11-15 years of age	42
16-20 years of age	33
No children	49
Refused	1

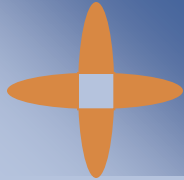
Characteristics of Respondents	
	Total
<b><u>Employment Status (Past Month)</u></b> n =	(1,004)
Working full-time or part-time	79%
A full-time homemaker	9
Not working or retired	5
Other	6
Don't know/Refused	<1
<b><u>Total Annual Household Income<sup>1</sup></u></b> n =	(900)
\$25,000 or less	11%
\$25,001-\$75,000	38
\$75,001-\$150,000	39
More than \$150,000	12
<i>Mean</i>	<i>\$85,250</i>
<i>Median</i>	<i>\$76,100</i>
<b><u>Gender</u></b> n =	(1,004)
Male	39%
Female	61

Base = Total sample  
<sup>1</sup>Base= Those answering  
D1, D4, D5

Base = Total sample  
S6, D2, D3, D3A



# Sleep Profiles



# Sleep Profile – Gender

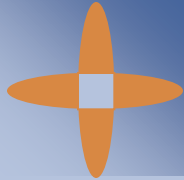
Sleep Profile – Gender		
	Male (I)	Female (J)
<b><u>"I had a good night's sleep"</u></b> n =	(399)	(605)
Every night/Almost every night	36%	32%
A few nights a month or less	22	25
<b><u>Hours slept workdays/weekdays</u></b>		
Mean (# of hours)	6.6	6.8
<b><u>Hours slept non-workdays/weekends</u></b>		
Mean (# of hours)	7.5	7.7
<b><u>Hours needed to function at best</u></b> n=	(399)	(605)
Less than 6 hours	14%	9%
8 or more hours	23	37 <sub>I</sub>
Mean (# of hours)	7.2	7.6 <sub>I</sub>
<sup>1</sup> Less sleep than needed on Workdays/Weekdays	33	39
<b><u>Making the bed</u></b> n =	(399)	(605)
Every day/Almost every day	54%	58%
A few days a month or less	24	22
<b><u>Who sleep with<sup>2</sup></u></b> n =	(399)	(605)
Significant other	67%	61%
Alone	28	26
Pet	10	18 <sub>I</sub>
Child/Infant	5	9 <sub>I</sub>
Other	-	1
<b><u>Number of pillows on bed when sleeping</u></b> n =	(399)	(605)
One or two	72%	72%
Three or more	27	27
Mean (# of pillows)	2.2	2.2

Base = Total sample

<sup>1</sup>Base = Those answering

<sup>2</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



## Sleep Profile – Gender (continued)

Sleep Profile – Gender (continued)		
	Male (I)	Female (J)
<b><u>Currently own or are considering buying curtains</u></b> n =	(399)	(605)
Yes	64%	65%
<b><u>Importance of Elements of Bedroom Curtains– Net: Important<sup>1</sup></u></b> n =	(255)	(389)
Color	63%	86% <sub>I</sub>
Room darkening	78 <sub>J</sub>	67
Style	54	77 <sub>I</sub>
Energy saving	47	48
Fabric texture	38	48 <sub>I</sub>
Noise reducing	39	31
<b><u>Shopped for curtains online<sup>1</sup></u></b> n =	(255)	(389)
Yes	20%	35% <sub>I</sub>
<b><u>Purchased curtains online<sup>2</sup></u></b> n =	(51)	(141)
Yes	51%	52%
<b><u>Have room darkening curtains<sup>1</sup></u></b> n =	(255)	(389)
Yes	47% <sub>J</sub>	33%
<b><u>Manage darkness with room darkening curtains<sup>3</sup></u></b> n =	(121)	(131)
Ever	82%	71%

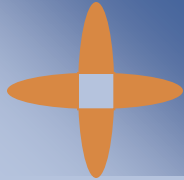
Base = Total sample

<sup>1</sup>Base = Those who currently own or are considering buying curtains

<sup>2</sup>Base = Those who shopped for curtains online

<sup>3</sup>Base = Those who have room darkening curtains

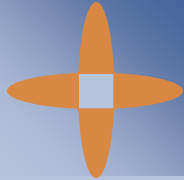
Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Gender (continued)

Sleep Profile – Gender (continued)		
	Male (I)	Female (J)
<b><u>Problems with sleeping on your mattress- At least a few nights a week</u></b> n =	(399)	(605)
Tossing and turning	39%	42%
Partner movement	17	28 <sub>i</sub>
Lack of support leading to back and/or neck pain	16	19
Can't find a comfortable temperature	14	19
Mattress is comfortable for one of us, but not the other	17	16
Mattress sags in the middle or on the edges	14	18
Mattress is not big enough for me (or my partner)	10	12
Mattress materials shift	9	10
Mattress is too firm	9	7
Mattress is too soft	6	4
<b><u>I choose bedroom products that- Net: Agree</u></b> n =	(399)	(605)
Will help me sleep better	85%	89%
Make my bedroom more livable when I am not sleeping	69	75
Look great for visitors	49	51
<b><u>Last time bedroom products were purchased- More than 2 years ago</u></b> n =	(399)	(605)
Mattress	67%	67%
Bedroom curtains	50	49
Comforter	39	41
Mattress pad or mattress protector	39	39
Pillow protector	30	29
Pillows	26	20
Sheets	22	17

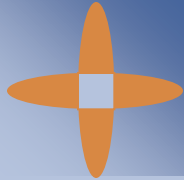
Base = Total sample  
Letters indicate significant differences at  
the 95% confidence level.



# Sleep Profile – Gender (continued)

Sleep Profile – Gender (continued)		
	Male (I)	Female (J)
<b>Importance of Elements in Getting a Good Night's Sleep – Net: Important</b> n =	(371-395)	(574-605)
Comfortable mattress	90%	94% <sub>I</sub>
Comfortable pillows	87	93 <sub>I</sub>
Comfortable feel of sheets and bedding	82	88 <sub>I</sub>
Quiet room	73	75
Dark room	74	72
Cool room temperature	69	65
Fresh air, free of allergens	59	65
Clean bedroom	58	65
Relaxing bath or shower just before bed	29	29
Use of a prescription or over-the-counter sleep aid	12	12
<b>Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact</b> n =	(287-391)	(429-601)
Comfort of mattress	60%	66%
Pillows	57	62
Bedroom temperature	51	58 <sub>I</sub>
Bedroom darkness	51	50
Sheets	40	46
Back pain or other discomfort	37	42
Partner snoring	23	41 <sub>I</sub>
Allergies	24	30
Partner movement	16	27 <sub>I</sub>
Pets sharing your bed	24	21
Children sharing your bed	20	22

Base = Those able to rate  
Letters indicate significant differences at  
the 95% confidence level.

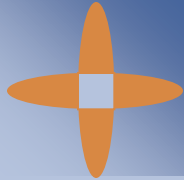


## Sleep Profile – Gender (continued)

Sleep Profile – Gender (continued)		
	Male (I)	Female (I)
<b>Importance of Elements in Creating a Romantic Environment – Net: Important</b> n =	(379-383)	(579-585)
Comfortable feel of sheets and bedding	69%	75%
Comfortable mattress	70	71
Clean bedroom	66	69
Comfortable pillows	61	63
Quiet room	60	56
Cool room temperature	50	51
Fresh air, free of allergens	51	50
Dark room	45	48
Relaxing bath or shower just before bed	47	45
<b>Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room</b> n =	(359-393)	(550-599)
Comfortable mattress	56%	55%
Comfortable pillows	62	62
Cool room temperature	40	40
Quiet room	60	58
Dark room	44	41
Clean bedroom	41	38
Comfortable feel of sheets and bedding	56	57
Fresh air, free of allergens	50	51
Relaxing bath or shower just before bed	38	41

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Age

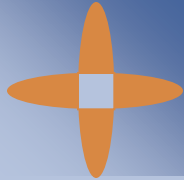
Sleep Profile – Age			
	25-34 (K)	35-44 (L)	45-55 (M)
<b><u>"I had a good night's sleep"</u></b> n =	(240)	(309)	(455)
Every night/Almost every night	26%	34%	40% <sub>K</sub>
A few nights a month or less	22	26	23
<b><u>Hours slept workdays/weekdays</u></b>			
Mean (# of hours)	6.9	6.7	6.6
<b><u>Hours slept non-workdays/weekends</u></b>			
Mean (# of hours)	7.9 <sub>LM</sub>	7.5	7.5
<b><u>Hours needed to function at best</u></b> n=	(240)	(309)	(455)
Less than 6 hours	9%	11%	13%
8 or more hours	33	33	30
Mean (# of hours)	7.6	7.5	7.3
<sup>1</sup> Less sleep than needed Workdays/Weekdays	37	40	34
<b><u>Making the bed</u></b> n =	(240)	(309)	(455)
Every day/Almost every day	38%	58% <sub>K</sub>	71% <sub>KL</sub>
A few days a month or less	35 <sub>LM</sub>	22 <sub>M</sub>	14
<b><u>Who sleep with<sup>2</sup></u></b> n =	(240)	(309)	(455)
Significant other	55%	71% <sub>K</sub>	65% <sub>K</sub>
Alone	34 <sub>L</sub>	19	27 <sub>L</sub>
Pet	14	15	15
Child/Infant	10 <sub>M</sub>	10 <sub>M</sub>	4
Other	1	1	1
<b><u>Number of pillows on bed when sleeping</u></b> n =	(240)	(309)	(455)
One or two	72%	74%	70%
Three or more	27	26	29
Mean (# of pillows)	2.3	2.1	2.2

Base = Total sample

<sup>1</sup>Base = Those answering

<sup>2</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Age (continued)

Sleep Profile – Age (continued)			
	25-34 (K)	35-44 (L)	45-55 (M)
<b>Currently own or are considering buying curtains</b> n=	(240)	(309)	(455)
Yes	66%	66%	62%
<b>Importance of Elements of Bedroom Curtains– Net: Important<sup>1</sup></b> n =	(158)	(203)	(283)
Color	76%	75%	80%
Room darkening	72	77 <sub>M</sub>	65
Style	66	65	73
Energy saving	44	47	52
Fabric texture	43	42	47
Noise reducing	30	38	34
<b>Shopped for curtains online<sup>1</sup></b> n =	(158)	(203)	(283)
Yes	25%	32%	31%
<b>Purchased curtains online<sup>2</sup></b> n =	(39)	(64)	(89)
Yes	41%	55%	56%
<b>Have room darkening curtains<sup>1</sup></b> n =	(158)	(203)	(283)
Yes	30%	45% <sub>K</sub>	40%
<b>Manage darkness with room darkening curtains<sup>3</sup></b> n=	(48)	(92)	(112)
Ever	67%	82%	78%

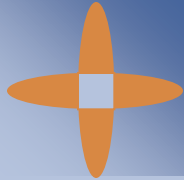
Base = Total sample

<sup>1</sup>Base = Those who currently own or are considering buying curtains

<sup>2</sup>Base = Those who shopped for curtains online

<sup>3</sup>Base = Those who have room darkening curtains

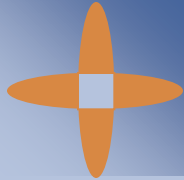
Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Age (continued)

Sleep Profile – Age (continued)			
	25-34 (K)	35-44 (L)	45-55 (M)
<u>Problems with sleeping on your mattress-</u> <u>At least a few nights a week</u> n =	(240)	(309)	(455)
Tossing and turning	37%	42%	42%
Partner movement	20	27	24
Lack of support leading to back and/or neck pain	20	16	17
Can't find a comfortable temperature	18	14	18
Mattress is comfortable for one of us, but not the other	15	15	20
Mattress sags in the middle or on the edges	18	16	16
Mattress is not big enough for me (or my partner)	11	14 <sub>M</sub>	8
Mattress materials shift	11	9	9
Mattress is too firm	9	9	5
Mattress is too soft	3	5	7 <sub>K</sub>
<u>I choose bedroom products that- Net: Agree</u> n =	(240)	(309)	(455)
Will help me sleep better	89%	87%	85%
Make my bedroom more livable when I am not sleeping	75	73	70
Look great for visitors	57 <sub>M</sub>	51	43
<u>Last time bedroom products were purchased-</u> <u>More than 2 years ago</u> n =	(240)	(309)	(455)
Mattress	62%	65%	74% <sub>oKL</sub>
Bedroom curtains	41	50	56 <sub>K</sub>
Comforter	38	40	42
Mattress pad or mattress protector	38	37	42
Pillow protector	30	30	27
Pillows	22	23	22
Sheets	19	17	20

Base = Total sample  
Letters indicate significant differences at  
the 95% confidence level.



# Sleep Profile – Age (continued)

Sleep Profile – Age (continued)			
	25-34 (K)	35-44 (L)	45-55 (M)
<b>Importance of Elements in Getting a Good Night's Sleep – Net: Important</b> n =	(229-238)	(289-307)	(427-455)
Comfortable mattress	91%	92%	94%
Comfortable pillows	90	89	93
Comfortable feel of sheets and bedding	82	86	89 <sub>K</sub>
Quiet room	74	73	75
Dark room	76	70	72
Cool room temperature	63	65	72
Fresh air, free of allergens	59	62	67
Clean bedroom	58	58	69 <sub>KL</sub>
Relaxing bath or shower just before bed	29	28	30
Use of a prescription or over-the-counter sleep aid	10	12	14
<b>Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact</b> n =	(182-237)	(234-307)	(297-451)
Comfort of mattress	61%	62%	68%
Pillows	55	61	63
Bedroom temperature	60 <sub>L</sub>	49	57
Bedroom darkness	55 <sub>L</sub>	44	50
Sheets	38	45	48 <sub>K</sub>
Back pain or other discomfort	41	37	41
Partner snoring	34	34	34
Allergies	27	28	28
Partner movement	25	23	20
Pets sharing your bed	20	23	24
Children sharing your bed	24 <sub>M</sub>	24 <sub>M</sub>	14

Base = Those able to rate  
Letters indicate significant differences  
at the 95% confidence level.

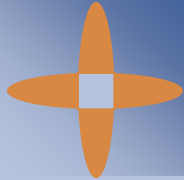


## Sleep Profile – Age (continued)

Sleep Profile – Age (continued)			
	25-34 (K)	35-44 (L)	45-55 (M)
<b>Importance of Elements in Creating a Romantic Environment – Net: Important</b> n =	(226-233)	(290-293)	(437-441)
Comfortable feel of sheets and bedding	72%	72%	74%
Comfortable mattress	68	69	74
Clean bedroom	70	64	70
Comfortable pillows	61	60	64
Quiet room	54	56	63
Cool room temperature	47	50	55
Fresh air, free of allergens	52	50	50
Dark room	47	46	47
Relaxing bath or shower just before bed	45	45	47
<b>Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room</b> n =	(220-237)	(275-303)	(414-453)
Comfortable mattress	53%	54%	58%
Comfortable pillows	59	58	69 <sub>KL</sub>
Cool room temperature	33	40	46 <sub>K</sub>
Quiet room	48	62 <sub>K</sub>	65 <sub>K</sub>
Dark room	35	44	48 <sub>K</sub>
Clean bedroom	37	38	42
Comfortable feel of sheets and bedding	55	57	57
Fresh air, free of allergens	47	51	53
Relaxing bath or shower just before bed	37	41	41

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Marital Status

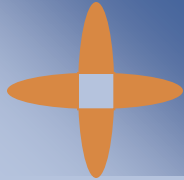
Sleep Profile – Marital Status		
	Married or Partnered (N)	Single or Other (O)
<b><u>"I had a good night's sleep"</u></b> n =	(675)	(322)
Every night/Almost every night	34%	33%
A few nights a month or less	23	25
<b><u>Hours slept workdays/weekdays</u></b>		
Mean (# of hours)	6.8	6.7
<b><u>Hours slept non-workdays/weekends</u></b>		
Mean (# of hours)	7.6	7.5
<b><u>Hours needed to function at best</u></b> n=	(675)	(322)
Less than 6 hours	10%	12%
8 or more hours	33	31
Mean (# of hours)	7.5	7.4
<sup>1</sup> Less sleep than needed Workdays/Weekdays	38	35
<b><u>Making the bed</u></b> n =	(675)	(322)
Every day/Almost every day	60% <sub>O</sub>	49%
A few days a month or less	19	31 <sub>N</sub>
<b><u>Who sleep with<sup>2</sup></u></b> n =	(675)	(322)
Significant other	87% <sub>O</sub>	20%
Alone	9	61 <sub>N</sub>
Pet	15	15
Child/Infant	9 <sub>O</sub>	5
Other	1	1
<b><u>Number of pillows on bed when sleeping</u></b> n =	(675)	(322)
One or two	74%	68%
Three or more	25	31
Mean (# of pillows)	2.1	2.4 <sub>N</sub>

Base = Total sample

<sup>1</sup>Base = Those answering

<sup>2</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



## Sleep Profile – Marital Status (continued)

Sleep Profile – Marital Status (continued)		
	Married or Partnered (N)	Single or Other (O)
<b>Currently own or are considering buying curtains</b> n =	(675)	(322)
Yes	68% <sub>O</sub>	59%
<b>Importance of Elements of Bedroom Curtains – Net: Important<sup>1</sup></b> n =	(454)	(188)
Color	76%	78%
Room darkening	70	74
Style	70	64
Energy saving	49	45
Fabric texture	44	44
Noise reducing	32	39
<b>Shopped for curtains online<sup>1</sup></b> n =	(454)	(188)
Yes	33% <sub>O</sub>	21%
<b>Purchased curtains online<sup>2</sup></b> n =	(152)	(40)
Yes	54%	41%
<b>Have room darkening curtains<sup>1</sup></b> n =	(454)	(188)
Yes	38%	39%
<b>Manage darkness with room darkening curtains<sup>3</sup></b> n =	(174)	(77)
Ever	78%	74%

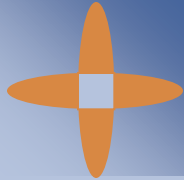
Base = Total sample

<sup>1</sup>Base = Those who currently own or are considering buying curtains

<sup>2</sup>Base = Those who shopped for curtains online

<sup>3</sup>Base = Those who have room darkening curtains

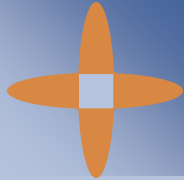
Letters indicate significant differences at the 95% confidence level.



## Sleep Profile – Marital Status (continued)

Sleep Profile – Marital Status (continued)		
	Married or Partnered (N)	Single or Other (O)
<b><u>Problems with sleeping on your mattress-</u></b>		
<b><u>At least a few nights a week</u></b> n =	(675)	(322)
Tossing and turning	42%	39%
Partner movement	30 <sub>O</sub>	12
Lack of support leading to back and/or neck pain	18	18
Can't find a comfortable temperature	16	18
Mattress is comfortable for one of us, but not the other	18	14
Mattress sags in the middle or on the edges	17	15
Mattress is not big enough for me (or my partner)	12	10
Mattress materials shift	9	11
Mattress is too firm	7	9
Mattress is too soft	6	3
<b><u>I choose bedroom products that-</u></b>		
<b><u>Net: Agree</u></b> n =	(675)	(322)
Will help me sleep better	87%	89%
Make my bedroom more livable when I am not sleeping	71	77
Look great for visitors	48	55
<b><u>Last time bedroom products were purchased-</u></b>		
<b><u>More than 2 years ago</u></b> n =	(675)	(322)
Mattress	68%	66%
Bedroom curtains	51	47
Comforter	42	36
Mattress pad or mattress protector	39	39
Pillow protector	29	29
Pillows	21	26
Sheets	18	22

Base = Total sample  
Letters indicate significant differences at the 95% confidence level.



## Sleep Profile – Marital Status (continued)

Sleep Profile – Marital Status (continued)		
	Married or Partnered (N)	Single or Other (O)
<b>Importance of Elements in Getting a Good Night's Sleep – Net: Important</b> n =	(637-674)	(305-321)
Comfortable mattress	93%	91%
Comfortable pillows	91	90
Comfortable feel of sheets and bedding	87	84
Quiet room	73	76
Dark room	72	73
Cool room temperature	68	64
Fresh air, free of allergens	63	62
Clean bedroom	64	58
Relaxing bath or shower just before bed	26	33
Use of a prescription or over-the-counter sleep aid	11	14
<b>Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact</b> n =	(505-670)	(209-318)
Comfort of mattress	63%	65%
Pillows	59	62
Bedroom temperature	51	63 <sub>N</sub>
Bedroom darkness	47	55
Sheets	41	47
Back pain or other discomfort	37	44
Partner snoring	38 <sub>O</sub>	22
Allergies	26	31
Partner movement	23	20
Pets sharing your bed	22	23
Children sharing your bed	23	17

Base = Those able to rate  
Letters indicate significant differences at the 95% confidence level.

## Sleep Profile – Marital Status (continued)

Sleep Profile – Marital Status (continued)		
	Married or Partnered (N)	Single or Other (O)
<b>Importance of Elements in Creating a Romantic Environment – Net: Important</b> n =	(654-664)	(296-300)
Comfortable feel of sheets and bedding	72%	74%
Comfortable mattress	70	70
Clean bedroom	66	72
Comfortable pillows	60	65
Quiet room	57	58
Cool room temperature	49	53
Fresh air, free of allergens	49	54
Dark room	46	48
Relaxing bath or shower just before bed	42	54 <sub>N</sub>
<b>Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room</b> n =	(609-670)	(296-318)
Comfortable mattress	59% <sub>O</sub>	48%
Comfortable pillows	64	58
Cool room temperature	43 <sub>O</sub>	34
Quiet room	64 <sub>O</sub>	49
Dark room	43	41
Clean bedroom	41	36
Comfortable feel of sheets and bedding	58	53
Fresh air, free of allergens	53	46
Relaxing bath or shower just before bed	40	40

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Income

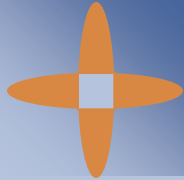
Sleep Profile – Income		
	Up to \$75,000 (H)	\$75,001 or more (I)
<b><u>"I had a good night's sleep"</u></b> n =	(435)	(465)
Every night/Almost every night	27%	38% <sub>H</sub>
A few nights a month or less	33 <sub>I</sub>	16
<b><u>Hours slept workdays/weekdays</u></b>		
Mean (# of hours)	6.6	6.8
<b><u>Hours slept non-workdays/weekends</u></b>		
Mean (# of hours)	7.4	7.7 <sub>H</sub>
<b><u>Hours needed to function at best</u></b> n =	(435)	(465)
Less than 6 hours	13%	10%
8 or more hours	31	32
Mean (# of hours)	7.4	7.5
<sup>1</sup> Less sleep than needed Workdays/Weekdays	39	35
<b><u>Making the bed</u></b> n =	(435)	(465)
Every day/Almost every day	55%	58%
A few days a month or less	23	24
<b><u>Who sleep with<sup>2</sup></u></b> n =	(435)	(465)
Significant other	50%	77% <sub>H</sub>
Alone	37 <sub>I</sub>	17
Pet	16	15
Child/Infant	9	7
Other	<1	1
<b><u>Number of pillows on bed when sleeping</u></b> n =	(435)	(465)
One or two	67%	75% <sub>H</sub>
Three or more	32 <sub>I</sub>	24
Mean (# of pillows)	2.3 <sub>I</sub>	2.1

Base = Total sample

<sup>1</sup>Base = Those answering

<sup>2</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



## Sleep Profile – Income (continued)

Sleep Profile – Income (continued)			
		Up to \$75,000 (H)	\$75,001 or more (L)
<b><u>Currently own or are considering buying curtains</u></b>			
n =		(435)	(465)
Yes		63%	67%
<b><u>Importance of Elements of Bedroom Curtains– Net: Important<sup>1</sup></u></b>			
n =		(269)	(310)
Color		73%	79%
Room darkening		74	68
Style		67	69
Energy saving		55 <sub>I</sub>	42
Fabric texture		43	44
Noise reducing		41 <sub>I</sub>	30
<b><u>Shopped for curtains online<sup>1</sup></u></b>			
n =		(269)	(310)
Yes		22%	37% <sub>H</sub>
<b><u>Purchased curtains online<sup>2</sup></u></b>			
n =		(61)	(115)
Yes		44%	54%
<b><u>Have room darkening curtains<sup>1</sup></u></b>			
n =		(269)	(310)
Yes		40%	37%
<b><u>Manage darkness with room darkening curtains<sup>3</sup></u></b>			
n =		(109)	(117)
Ever		70%	82%

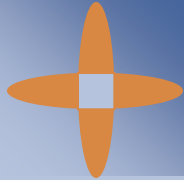
Base = Total sample

<sup>1</sup>Base = Those who currently own or are considering buying curtains

<sup>2</sup>Base = Those who shopped for curtains online

<sup>3</sup>Base = Those who have room darkening curtains

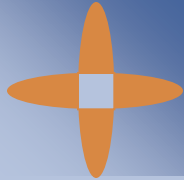
Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Income (continued)

Sleep Profile – Income (continued)		
	Up to \$75,000 (H)	\$75,001 or more (I)
<b><u>Problems with sleeping on your mattress- At least a few nights a week</u></b> n =	(435)	(465)
Tossing and turning	46% <sub>i</sub>	37%
Partner movement	23	26
Lack of support leading to back and/or neck pain	22 <sub>i</sub>	15
Can't find a comfortable temperature	18	17
Mattress is comfortable for one of us, but not the other	18	16
Mattress sags in the middle or on the edges	18	16
Mattress is not big enough for me (or my partner)	14 <sub>i</sub>	9
Mattress materials shift	12	8
Mattress is too firm	9	7
Mattress is too soft	5	5
<b><u>I choose bedroom products that- Net: Agree</u></b> n =	(435)	(465)
Will help me sleep better	88%	88%
Make my bedroom more livable when I am not sleeping	73	73
Look great for visitors	49	52
<b><u>Last time bedroom products were purchased- More than 2 years ago</u></b> n =	(435)	(465)
Mattress	66%	69%
Bedroom curtains	47	51
Comforter	38	41
Mattress pad or mattress protector	39	40
Pillow protector	31	28
Pillows	23	21
Sheets	21	17

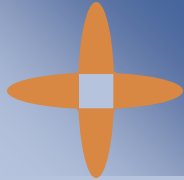
Base = Total sample  
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the 95% confidence level.



## Sleep Profile – Income (continued)

Sleep Profile – Income (continued)		
	Up to \$75,000 (H)	\$75,001 or more (L)
<b>Importance of Elements in Getting a Good Night's Sleep – Net: Important</b> n =	(405-435)	(446-464)
Comfortable mattress	92%	92%
Comfortable pillows	93	89
Comfortable feel of sheets and bedding	85	86
Quiet room	74	74
Dark room	76	71
Cool room temperature	66	68
Fresh air, free of allergens	64	62
Clean bedroom	61	62
Relaxing bath or shower just before bed	36 <sub>I</sub>	24
Use of a prescription or over-the-counter sleep aid	15	10
<b>Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact</b> n =	(307-433)	(338-459)
Comfort of mattress	64%	63%
Pillows	60	60
Bedroom temperature	58	54
Bedroom darkness	54 <sub>I</sub>	46
Sheets	44	43
Back pain or other discomfort	46 <sub>I</sub>	35
Partner snoring	33	36
Allergies	31	25
Partner movement	25	21
Pets sharing your bed	24	21
Children sharing your bed	21	22

Base = Those able to rate  
Letters indicate significant differences at  
the 95% confidence level.

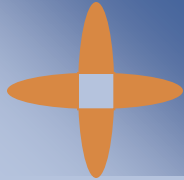


## Sleep Profile – Income (continued)

Sleep Profile – Income (continued)		
	Up to \$75,000 (H)	\$75,001 or more (L)
<b>Importance of Elements in Creating a Romantic Environment – Net: Important</b> n =	(409-414)	(452-457)
Comfortable feel of sheets and bedding	73%	71%
Comfortable mattress	72	69
Clean bedroom	70	66
Comfortable pillows	66 <sub>L</sub>	56
Quiet room	58	58
Cool room temperature	51	50
Fresh air, free of allergens	52	49
Dark room	47	46
Relaxing bath or shower just before bed	52 <sub>L</sub>	41
<b>Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room</b> n =	(401-430)	(418-462)
Comfortable mattress	53%	55%
Comfortable pillows	58	63
Cool room temperature	36	43
Quiet room	52	63 <sub>H</sub>
Dark room	42	40
Clean bedroom	36	39
Comfortable feel of sheets and bedding	52	57
Fresh air, free of allergens	47	51
Relaxing bath or shower just before bed	41	37

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Have a Good Night Sleep

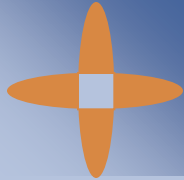
Sleep Profile – Have a Good Night Sleep		
	Every night/Almost every night (K)	A few nights a week or less (L)
<b>Hours slept workdays/weekdays</b>		
Mean (# of hours)	7.3 <sub>L</sub>	5.6
<b>Hours slept non-workdays/weekends</b>		
Mean (# of hours)	7.9 <sub>L</sub>	6.4
<b>Hours needed to function at best</b> n =	(351)	(120)
Less than 6 hours	10%	22% <sub>K</sub>
8 or more hours	30	31
Mean (# of hours)	7.5	7.1
<sup>1</sup> Less sleep than needed Workdays/Weekdays	14	67 <sub>K</sub>
<b>Making the bed</b> n =	(351)	(120)
Every day/Almost every day	67%	58%
A few days a month or less	15	24
<b>Who sleep with<sup>2</sup></b> n =	(351)	(120)
Significant other	67%	58%
Alone	27	25
Pet	13	21
Child/Infant	4	16 <sub>K</sub>
Other	<1	2
<b>Number of pillows on bed when sleeping</b> n =	(351)	(120)
One or two	76% <sub>L</sub>	58%
Three or more	24	42 <sub>K</sub>
Mean (# of pillows)	2.1	2.6 <sub>K</sub>

Base = Total sample

<sup>1</sup>Base = Those answering

<sup>2</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



## Sleep Profile – Have a Good Night Sleep (continued)

Sleep Profile – Have a Good Night Sleep (continued)		
	Every night/Almost every night (K)	A few nights a week or less (L)
<b>Currently own or are considering buying curtains</b> n =	(351)	(120)
Yes	62%	65%
<b>Importance of Elements of Bedroom Curtains – Net: Important<sup>1</sup></b> n =	(216)	(77)
Color	78%	66%
Room darkening	63	76
Style	67	57
Energy saving	46	56
Fabric texture	42	43
Noise reducing	30	46 <sub>K</sub>
<b>Shopped for curtains online<sup>1</sup></b> n =	(216)	(77)
Yes	26%	23%
<b>Purchased curtains online<sup>2</sup></b> n =	(59)	(19)*
Yes	52%	45%
<b>Have room darkening curtains<sup>1</sup></b> n =	(216)	(77)
Yes	34%	38%
<b>Manage darkness with room darkening curtains<sup>3</sup></b> n =	(74)	(30)*
Ever	79%	73%

Base = Total sample

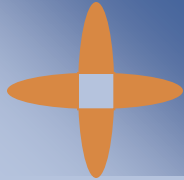
<sup>1</sup>Base = Those who currently own or are considering buying curtains

<sup>2</sup>Base = Those who shopped for curtains online

<sup>3</sup>Base = Those who have room darkening curtains

\*Caution: Small Base

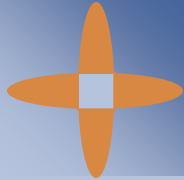
Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Have a Good Night Sleep (continued)

Sleep Profile – Have a Good Night Sleep (continued)		
	Every night/Almost every night (K)	A few nights a week or less (L)
<b><u>Problems with sleeping on your mattress- At least a few nights a week</u></b> n =	(351)	(120)
Tossing and turning	21%	61% <sub>K</sub>
Partner movement	16	27
Lack of support leading to back and/or neck pain	6	34 <sub>K</sub>
Can't find a comfortable temperature	12	22
Mattress is comfortable for one of us, but not the other	14	20
Mattress sags in the middle or on the edges	10	26 <sub>K</sub>
Mattress is not big enough for me (or my partner)	8	13
Mattress materials shift	7	14
Mattress is too firm	6	14 <sub>K</sub>
Mattress is too soft	3	9
<b><u>I choose bedroom products that- Net: Agree</u></b> n =	(351)	(120)
Will help me sleep better	87%	87%
Make my bedroom more livable when I am not sleeping	72	64
Look great for visitors	53	42
<b><u>Last time bedroom products were purchased- More than 2 years ago</u></b> n =	(351)	(120)
Mattress	66%	66%
Bedroom curtains	47	50
Comforter	41	33
Mattress pad or mattress protector	38	42
Pillow protector	26	35
Pillows	22	26
Sheets	18	20

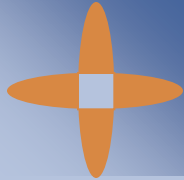
Base = Total sample  
Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Have a Good Night Sleep (continued)

Sleep Profile – Have a Good Night Sleep (continued)		
	Every night/Almost every night (K)	A few nights a week or less (L)
<b>Importance of Elements in Getting a Good Night's Sleep – Net: Important</b> n =	(325-349)	(111-120)
Comfortable mattress	92%	90%
Comfortable pillows	89	91
Comfortable feel of sheets and bedding	86	85
Quiet room	75	72
Dark room	68	76
Cool room temperature	70	68
Fresh air, free of allergens	60	71
Clean bedroom	63	65
Relaxing bath or shower just before bed	28	35
Use of a prescription or over-the-counter sleep aid	8	27 <sub>K</sub>
<b>Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact</b> n =	(239-346)	(82-119)
Comfort of mattress	64%	68%
Pillows	64	65
Bedroom temperature	58	56
Bedroom darkness	49	55
Sheets	51	50
Back pain or other discomfort	30	67 <sub>K</sub>
Partner snoring	29	38
Allergies	23	37 <sub>K</sub>
Partner movement	17	29 <sub>K</sub>
Pets sharing your bed	17	38 <sub>K</sub>
Children sharing your bed	17	28

Base = Those able to rate  
Letters indicate significant differences at the 95% confidence level.

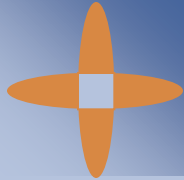


## Sleep Profile – Have a Good Night Sleep (continued)

Sleep Profile – Have a Good Night Sleep (continued)		
	Every night/Almost every night (K)	A few nights a week or less (L)
<b>Importance of Elements in Creating a Romantic Environment – Net: Important</b> n =	(336-339)	(109-114)
Comfortable feel of sheets and bedding	73%	74%
Comfortable mattress	71	75
Clean bedroom	68	69
Comfortable pillows	59	64
Quiet room	58	52
Cool room temperature	53	52
Fresh air, free of allergens	49	55
Dark room	42	47
Relaxing bath or shower just before bed	43	52
<b>Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room</b> n =	(324-349)	(108-118)
Comfortable mattress	61%	60%
Comfortable pillows	69	59
Cool room temperature	43	49
Quiet room	64	62
Dark room	45	51
Clean bedroom	43	49
Comfortable feel of sheets and bedding	60	57
Fresh air, free of allergens	55	61
Relaxing bath or shower just before bed	44	47

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Those who manage light with room darkening curtains

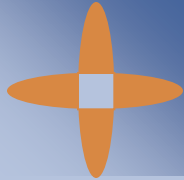
Sleep Profile – Those who manage light with room darkening curtains		
<b><u>"I had a good night's sleep"</u></b>	n =	(188)
Every night/Almost every night		29%
A few nights a month or less		27
<b><u>Hours slept workdays/weekdays</u></b>		
Mean (# of hours)		6.5
<b><u>Hours slept non-workdays/weekends</u></b>		
Mean (# of hours)		7.4
<b><u>Hours needed to function at best</u></b>	n=	(188)
Less than 6 hours		14%
8 or more hours		29
Mean (# of hours)		7.3
<sup>1</sup> Less sleep than needed Workdays/Weekdays		40
<b><u>Making the bed</u></b>	n =	(188)
Every day/Almost every day		61%
A few days a month or less		18
<b><u>Who sleep with<sup>2</sup></u></b>	n =	(188)
Significant other		64%
Alone		23
Pet		20
Child/Infant		7
Other		-
<b><u>Number of pillows on bed when sleeping</u></b>	n =	(188)
One or two		69%
Three or more		31
Mean (# of pillows)		2.5

Base = Total sample

<sup>1</sup>Base = Those answering

<sup>2</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



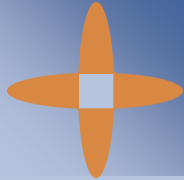
## Sleep Profile – Those who manage light with room darkening curtains (continued)

Sleep Profile – Those who manage light with room darkening curtains (continued)		
<b><u>Importance of Elements of Bedroom Curtains– Net: Important<sup>1</sup></u></b>	n =	(188)
Color		73%
Room darkening		90
Style		66
Energy saving		56
Fabric texture		51
Noise reducing		44
<b><u>Shopped for curtains online<sup>1</sup></u></b>	n =	(188)
Yes		30%
<b><u>Purchased curtains online<sup>2</sup></u></b>	n =	(57)
Yes		61%

<sup>1</sup>Base = Those who currently own or are considering buying curtains

<sup>2</sup>Base = Those who shopped for curtains online

Letters indicate significant differences at the 95% confidence level.



## Sleep Profile – Those who manage light with room darkening curtains (continued)

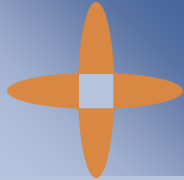
Sleep Profile – Those who manage light with room darkening curtains (continued)		
<u>Problems with sleeping on your mattress-</u> <u>At least a few nights a week</u>	n =	(188)
Tossing and turning		40%
Partner movement		23
Lack of support leading to back and/or neck pain		14
Can't find a comfortable temperature		18
Mattress is comfortable for one of us, but not the other		20
Mattress sags in the middle or on the edges		14
Mattress is not big enough for me (or my partner)		13
Mattress materials shift		14
Mattress is too firm		7
Mattress is too soft		6
<u>I choose bedroom products that-</u> <u>Net: Agree</u>	n =	(188)
Will help me sleep better		91%
Make my bedroom more livable when I am not sleeping		78
Look great for visitors		51
<u>Last time bedroom products were purchased-</u> <u>More than 2 years ago</u>	n =	(188)
Mattress		57%
Bedroom curtains		38
Comforter		31
Mattress pad or mattress protector		29
Pillow protector		24
Pillows		14
Sheets		16

Base = Total sample  
Letters indicate significant differences at the 95% confidence level.

## Sleep Profile – Those who manage light with room darkening curtains (continued)

Sleep Profile – Those who manage light with room darkening curtains (continued)		
Importance of Elements in Getting a Good Night's Sleep – Net: Important	n =	(181-188)
Comfortable mattress		94%
Comfortable pillows		91
Comfortable feel of sheets and bedding		92
Quiet room		77
Dark room		83
Cool room temperature		74
Fresh air, free of allergens		69
Clean bedroom		60
Relaxing bath or shower just before bed		33
Use of a prescription or over-the-counter sleep aid		15
Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact	n =	(148-187)
Comfort of mattress		69%
Pillows		67
Bedroom temperature		58
Bedroom darkness		64
Sheets		47
Back pain or other discomfort		36
Partner snoring		35
Allergies		29
Partner movement		20
Pets sharing your bed		25
Children sharing your bed		23

Base = Those able to rate  
Letters indicate significant differences at  
the 95% confidence level.

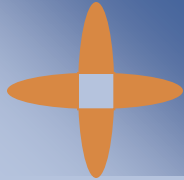


## Sleep Profile – Those who manage light with room darkening curtains (continued)

Sleep Profile – Those who manage light with room darkening curtains (continued)		
<b>Importance of Elements in Creating a Romantic Environment – Net: Important</b>	n =	(180-183)
Comfortable feel of sheets and bedding		75%
Comfortable mattress		75
Clean bedroom		72
Comfortable pillows		67
Quiet room		64
Cool room temperature		60
Fresh air, free of allergens		52
Dark room		56
Relaxing bath or shower just before bed		49
<b>Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room</b>	n =	(109-188)
Comfortable mattress		60%
Comfortable pillows		60
Cool room temperature		38
Quiet room		60
Dark room		52
Clean bedroom		35
Comfortable feel of sheets and bedding		54
Fresh air, free of allergens		52
Relaxing bath or shower just before bed		40

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Community Type

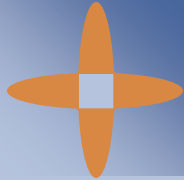
Sleep Profile – Community Type			
	Urban (B)	Suburban (C)	Rural (D)
<b><u>"I had a good night's sleep"</u></b> n =	(209)	(511)	(240)
Every night/Almost every night	39%	32%	31%
A few nights a month or less	19	25	28
<b><u>Hours slept workdays/weekdays</u></b>			
Mean (# of hours)	6.9	6.8	6.6
<b><u>Hours slept non-workdays/weekends</u></b>			
Mean (# of hours)	7.7	7.7 <sub>D</sub>	7.3
<b><u>Hours needed to function at best</u></b> n=	(209)	(511)	(240)
Less than 6 hours	8%	9%	16% <sub>B</sub>
8 or more hours	30	33	33
Mean (# of hours)	7.4	7.5	7.4
<sup>1</sup> Less sleep than needed Workdays/Weekdays	33	38	38
<b><u>Making the bed</u></b> n =	(209)	(511)	(240)
Every day/Almost every day	53%	53%	65% <sub>BC</sub>
A few days a month or less	25	26 <sub>D</sub>	17
<b><u>Who sleep with<sup>2</sup></u></b> n =	(209)	(511)	(240)
Significant other	56%	67% <sub>B</sub>	64%
Alone	32	24	28
Pet	15	15	15
Child/Infant	9	7	7
Other	1	1	1
<b><u>Number of pillows on bed when sleeping</u></b> n =	(209)	(511)	(240)
One or two	73%	74%	69%
Three or more	26	26	30
Mean (# of pillows)	2.2	2.2	2.2

Base = Total sample

<sup>1</sup>Base = Those answering

<sup>2</sup>Multiple Responses Accepted

Letters indicate significant differences at the 95% confidence level.



## Sleep Profile – Community Type (continued)

Sleep Profile – Community Type (continued)			
	Urban (B)	Suburban (C)	Rural (D)
<b>Currently own or are considering buying curtains</b> n=	(209)	(511)	(240)
Yes	63%	65%	67%
<b>Importance of Elements of Bedroom Curtains– Net: Important<sup>1</sup></b> n =	(131)	(333)	(157)
Color	76%	78%	75%
Room darkening	76	70	72
Style	66	70	67
Energy saving	52	42	55 <sub>C</sub>
Fabric texture	42	46	39
Noise reducing	39	30	37
<b>Shopped for curtains online<sup>1</sup></b> n =	(131)	(333)	(157)
Yes	21%	34% <sub>0B</sub>	28%
<b>Purchased curtains online<sup>2</sup></b> n =	(28)*	(114)	(45)
Yes	41%	49%	60%
<b>Have room darkening curtains<sup>1</sup></b> n =	(131)	(333)	(157)
Yes	39%	36%	44%
<b>Manage darkness with room darkening curtains<sup>3</sup></b> n=	(55)	(120)	(67)
Ever	76%	80%	68%

Base = Total sample

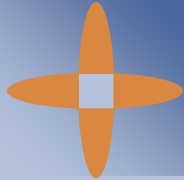
<sup>1</sup>Base = Those who currently own or are considering buying curtains

<sup>2</sup>Base = Those who shopped for curtains online

<sup>3</sup>Base = Those who have room darkening curtains

\*Caution: Small Base

Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Community Type (continued)

Sleep Profile – Community Type (continued)			
	Urban (B)	Suburban (C)	Rural (D)
<b><u>Problems with sleeping on your mattress- At least a few nights a week</u></b> n =	(209)	(511)	(240)
Tossing and turning	38%	41%	44%
Partner movement	23	25	23
Lack of support leading to back and/or neck pain	19	15	19
Can't find a comfortable temperature	18	15	18
Mattress is comfortable for one of us, but not the other	17	15	17
Mattress sags in the middle or on the edges	16	15	19
Mattress is not big enough for me (or my partner)	14	10	9
Mattress materials shift	10	9	9
Mattress is too firm	10	6	7
Mattress is too soft	5	5	4
<b><u>I choose bedroom products that- Net: Agree</u></b> n =	(209)	(511)	(240)
Will help me sleep better	88%	88%	88%
Make my bedroom more livable when I am not sleeping	75	74	72
Look great for visitors	56	51	46
<b><u>Last time bedroom products were purchased- More than 2 years ago</u></b> n =	(209)	(511)	(240)
Mattress	62%	68%	69%
Bedroom curtains	47	51	48
Comforter	39	40	41
Mattress pad or mattress protector	37	43 <sub>D</sub>	34
Pillow protector	23	33 <sub>B</sub>	26
Pillows	25	22	22
Sheets	16	20	19

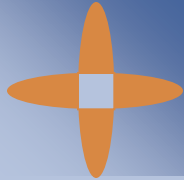
Base = Total sample  
Letters indicate significant differences at the 95% confidence level.



# Sleep Profile – Community Type (continued)

Sleep Profile – Community Type (continued)			
	Urban (B)	Suburban (C)	Rural (D)
<b>Importance of Elements in Getting a Good Night's Sleep – Net: Important</b> n =	(194-207)	(495-511)	(221-240)
Comfortable mattress	95%	92%	91%
Comfortable pillows	93	90	89
Comfortable feel of sheets and bedding	86	87	84
Quiet room	77	74	74
Dark room	73	73	73
Cool room temperature	70	65	66
Fresh air, free of allergens	61	62	66
Clean bedroom	62	62	62
Relaxing bath or shower just before bed	29	25	35 <sub>C</sub>
Use of a prescription or over-the-counter sleep aid	16	11	10
<b>Impact of Elements on Ability to Get a Good Night's Sleep – Net: Big Impact</b> n =	(151-206)	(375-509)	(164-239)
Comfort of mattress	63%	62%	67%
Pillows	60	59	61
Bedroom temperature	59	53	56
Bedroom darkness	56 <sub>C</sub>	46	53
Sheets	45	41	47
Back pain or other discomfort	36	40	41
Partner snoring	33	33	35
Allergies	26	28	27
Partner movement	23	22	22
Pets sharing your bed	22	21	25
Children sharing your bed	23	21	17

Base = Those able to rate  
Letters indicate significant differences  
at the 95% confidence level.



## Sleep Profile – Community Type (continued)

Sleep Profile – Community Type (continued)			
	Urban (B)	Suburban (C)	Rural (D)
<b>Importance of Elements in Creating a Romantic Environment – Net: Important</b> n =	(201-206)	(487-491)	(226-230)
Comfortable feel of sheets and bedding	71%	73%	74%
Comfortable mattress	74	69	72
Clean bedroom	69	68	68
Comfortable pillows	62	61	64
Quiet room	62	54	62
Cool room temperature	50	50	51
Fresh air, free of allergens	53	51	46
Dark room	50	46	46
Relaxing bath or shower just before bed	47	44	51
<b>Elements of Sleep – Better in Own Bedroom vs. Quality Hotel Room</b> n =	(188-205)	(461-508)	(223-239)
Comfortable mattress	56%	54%	57%
Comfortable pillows	59	62	63
Cool room temperature	39	40	40
Quiet room	58	60	57
Dark room	45	39	46
Clean bedroom	36	37	45
Comfortable feel of sheets and bedding	54	56	58
Fresh air, free of allergens	48	51	52
Relaxing bath or shower just before bed	39	40	38

Base = Those able to rate

Letters indicate significant differences at the 95% confidence level.



# Appendix



# Standard Error

If the study percentage is around:	50%	40% or 60%	30% or 70%	20% or 80%	10% or 90%	1% or 99%
Then, the standard error in percentage points is:						
Total Sample (n=1,004)	±3.1	±3.0	±2.8	±2.5	±1.9	±0.6

*For example, if a question yielded a percentage of 20% among the Total Sample, then we can be sure 95 out of 100 times that the true percentage would lie between 17.5% and 22.5% (20% ±2.5 percentage points).*

# Survey Instrument



## NATIONAL SLEEP FOUNDATION 2012 BEDROOM SLEEP POLL SCREENING QUESTIONNAIRE

IF NAMED SAMPLE: May I please speak with <INSERT NAME FROM SAMPLE>?

IF NO NAME IN SAMPLE: May I please speak with a head of household?

**INTERVIEWER NOTE:** If the respondent doesn't understand the term "head of household," you may explain that it is the man or woman of the house. You may also speak with any adult 25-55 even if they are not a head of the household.

Hello, my name is \_\_\_\_ with WB&A, a national public opinion company. We're inviting you to be a part of this year's annual **National Sleep Poll**. Please be assured this is not a sales call; it is a national research study. Your responses will be kept strictly confidential. This call may be monitored or recorded for quality assurance purposes.

**INSTRUCTION: NATIONAL SLEEP POLL IS A ROLLOVER BOX WITH THE NSF DESCRIPTION IF RESPONDENT INQUIRES FOR INFORMATION:** The National Sleep Foundation conducts polls throughout the year to compare the sleep habits, attitudes, and bedtime routines of people living in the United States, as well as other topics related to sleep. You may have heard of results from prior polls mentioned on the news as its studies typically receive a lot of press coverage.

(ONLY IF ASKED, READ: This survey will take approximately 10 minutes of your time, depending on your responses.)

First, I have just a few questions to make sure we speak to a variety of people all over the United States.

**[PROGRAMMING NOTE: FOR S1, S3, S4 and S5, HAVE TEXT APPEAR ON SELECTION OF 98/99:** Again, I just wanted to remind you that the reason we ask this question is to make sure that we speak with a variety of people all over the United States. All of your responses will be kept strictly confidential.

**[Interviewer instruction: IF RESPONDENT IS WILLING TO ANSWER QUESTION CLICK PREVIOUS TO GO BACK TO THE QUESTION. IF NOT, CLICK NEXT]**

S1. Please stop me when I reach the category which includes your age. (READ LIST.)

- 01 Under 25, → GO TO S1A
- 02 25 to 34, → SKIP TO S3
- 03 35 to 44, → SKIP TO S3
- 04 45 to 55, or → SKIP TO S3
- 05 56 or older? → GO TO S1A
- 98 DO NOT READ: Refused → GO TO S1A

**IF NOT IN AGE RANGE [S1(01,05,98)], ASK S1A.**

S1A. For this particular study, we are interested in speaking with adults between the ages of 25 and 55. Is there anyone else in your household we could speak to that falls in this age range?

- 01 Yes → RETURN TO INTRO
- 02 No → THANK AND TERMINATE
- 98 DO NOT READ: Refused → THANK AND TERMINATE

**ASK EVERYONE.**

S3. Do you consider yourself to be Hispanic or Latino?

- 01 Yes → CONTINUE AS HISPANIC
- 02 No → CONTINUE
- 98 DO NOT READ: Refused → CONTINUE
- 99 DO NOT READ: Don't know → CONTINUE

S4. Would you consider yourself to be White/Caucasian, Black/African-American, Asian or of some other racial or ethnic background? (DO NOT READ LIST. ACCEPT ONE RESPONSE ONLY.)

- 01 White/Caucasian → CONTINUE AS WHITE
- 02 Black/African-American → CONTINUE AS BLACK
- 03 Asian → CONTINUE AS ASIAN
- 04 Alaska Native
- 05 American Indian
- 06 Native Hawaiian
- 07 Other Pacific Islander → CONTINUE AS OTHER
- 08 Hispanic/Latino
- 09 Bi-racial or multi-racial
- 95 Other (SPECIFY:)
- 98 DO NOT READ: Refused → CONTINUE AS DK/REF
- 99 DO NOT READ: Don't know → CONTINUE AS DK/REF

S5. What state do you live in? (RECORD STATE. PROGRAMMING NOTE: STATE WILL DETERMINE REGION. IF REFUSED (98), CONTINUE.)

# Survey Instrument (continued)

S2A. Who is the primary person in your household who is responsible for the way your bedroom looks today and the furnishings in that room? Would you say it is...? (READ LIST.)

- 01 You alone,
- 02 You and someone else share the responsibility, or
- 03 Someone else
- 99 **DO NOT READ:** Don't know/Refused

S2B. And who is the primary person in your household who decides which bedroom furnishings and products to buy? Would you say it is...? (READ LIST.)

- 01 You alone,
- 02 You and someone else share the responsibility, or
- 03 Someone else
- 99 **DO NOT READ:** Don't know/Refused

S6. Which of the following best describes the community where you live? (READ LIST. TRACK.)

- 01 Urban,
- 02 Suburban,
- 03 Rural, or
- 04 Something else?
- 99 **DO NOT READ:** Don't know/Refused

**IF OVERQUOTA, READ:** We are trying to speak to a variety of people across the United States. Unfortunately, we have already spoken to a number of people who share similar characteristics, so those are all the questions I have for you this evening/afternoon. Thank you very much for your time.

**IF TERMINATE, READ:** Those are all the questions I have for you this evening/afternoon. Thank you very much for your time.

**\*\*GO TO MAIN QUESTIONNAIRE\*\***



## 2011 BEDROOM SLEEP POLL MAIN QUESTIONNAIRE

### ASK EVERYONE.

As I mentioned earlier, this survey is about sleep habits among people in America. Keep in mind, there are no right or wrong answers. First, I would like to ask you some general questions regarding sleep. Please think about your sleep schedule in the past two weeks.

Q1. On how many nights would you say "I had a good night's sleep"? Would you say...? (READ LIST.)

- 05 Every night or almost every night,
- 04 A few nights a week,
- 03 A few nights a month,
- 02 Rarely, or
- 01 Never?
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

Q2. On workdays or weekdays, how many hours, not including naps, do you usually sleep during one night? (RECORD NUMBER OF HOURS AND MINUTES BELOW. DO NOT ACCEPT RANGES. RECORD 98 FOR REFUSED AND 99 FOR DON'T KNOW. INTERVIEWER NOTE: RESPONDENT MIGHT NOT SLEEP AT "NIGHT," BUT HOW LONG IN A 24 HOUR PERIOD?)

Hours: \_\_\_\_\_  
Minutes: \_\_\_\_\_

Q3. On days you do not work or on weekends, how many hours, not including naps, do you usually sleep during one night? (RECORD NUMBER OF HOURS AND MINUTES BELOW. DO NOT ACCEPT RANGES. RECORD 98 FOR REFUSED AND 99 FOR DON'T KNOW. INTERVIEWER NOTE: RESPONDENT MIGHT NOT SLEEP AT "NIGHT," BUT HOW LONG IN A 24 HOUR PERIOD?)

Hours: \_\_\_\_\_  
Minutes: \_\_\_\_\_

Q4. How many hours of sleep do you need to function at your best during the day? (DO NOT READ LIST.)

- 01 Less than 5 hours
- 02 5 to less than 6 hours
- 03 6 to less than 7 hours
- 04 7 to less than 8 hours
- 05 8 to less than 9 hours
- 06 9 hours or more
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

# Survey Instrument (continued)

Q5. How often do you or does someone else make the bed? Would you say...? (READ LIST.)

- 05 Every day or almost every day,
- 04 A few days a week,
- 03 A few days a month,
- 02 Rarely, or
- 01 Never?
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

Q6. Most nights, do you sleep...? (READ LIST. MULTIPLE RESPONSES ACCEPTED EXCEPT WITH 01.)

- 02 With your significant other,
- 03 With an infant,
- 04 With your children,
- 05 With a pet,
- 95 With someone or something else, or (SPECIFY:) \_\_\_\_\_
- 01 Alone?
- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

Q7. How many pillows do you have on your bed that you personally use when you sleep? (READ LIST.)

- 05 Five or more,
- 04 Four,
- 03 Three,
- 02 Two,
- 01 One, or
- 00 None?

- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

Q8. Thinking about the last two weeks, before actually being ready to go to bed, how often did you or does someone else turn down the covers? Would you say...? (READ LIST.)

- 00 Never,
- 01 1 to 3 times,
- 02 4 to 6 times,
- 03 7 to 10 times, or
- 04 11 to 14 times

- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

Q9. Do you currently own, or are considering buying, curtains for your bedroom?

- 01 Yes → **CONTINUE TO Q9A**
- 02 No → **SKIP TO Q12**

- 98 **DO NOT READ:** Refused → **SKIP TO Q12**
- 99 **DO NOT READ:** Don't know → **SKIP TO Q12**

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1/27/2012

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## IF Q9(01) THEN ASK Q9A.

9A. When selecting curtains for your bedroom, please rank the importance of the following criteria on a scale of 1 to 5, where 5 is "very important" and 1 is "not at all important".

[RANDOMIZE RESPONSES. INTERVIEWERS: READ EACH ITEM IN ORDER. REPEAT SCALE AS NECESSARY]

	Very important				Not important at all	Not applicable	Refused	Don't know
a. Style	05	04	03	02	01	96	98	99
b. Room darkening	05	04	03	02	01	96	98	99
c. Noise reducing	05	04	03	02	01	96	98	99
d. Energy saving	05	04	03	02	01	96	98	99
e. Fabric texture	05	04	03	02	01	96	98	99
f. Color	05	04	03	02	01	96	98	99

## ASK EVERYONE.

Q10. Have you shopped for curtains online?

- 01 Yes →
- 02 No →

**CONTINUE**  
**SKIP TO Q11 IF Q9(01) IF NOT SKIP TO Q12**

- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

→ **SKIP TO Q11 IF Q9(01) IF NOT SKIP TO Q12**  
→ **SKIP TO Q11 IF Q9(01) IF NOT SKIP TO Q12**

## IF Q10(01) THEN ASK Q10A.

Q10A. If yes, have you purchased curtains online?

- 01 Yes
- 02 No

- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

## IF Q9(01) THEN ASK Q11.

Q11. In your bedroom, do you currently have room darkening curtains that will block all light?

- 01 Yes →
- 02 No →

**CONTINUE**  
**SKIP TO Q12**

- 98 **DO NOT READ:** Refused
- 99 **DO NOT READ:** Don't know

→ **SKIP TO Q12**  
→ **SKIP TO Q12**

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# Survey Instrument (continued)

## IF Q11(01) THEN ASK Q11A.

Q11A. Thinking about the last two weeks, how often do you manage darkness in your bedroom using your room darkening curtains? (READ LIST)

READ IF NECESSARY: The curtains are closed at night and open in the morning.

- 00 Never,
- 01 1 to 3 times,
- 02 4 to 6 times,
- 03 7 to 10 times, or
- 04 11 to 14 times

98 DO NOT READ: Refused  
99 DO NOT READ: Don't know

## ASK EVERYONE.

Q12. Do you have the following electric appliances in your bedroom?

[RANDOMIZE RESPONSES. INTERVIEWERS: READ EACH ITEM IN ORDER. REPEAT SCALE AS NECESSARY. RESPONDENT MAY LIST UP TO 5 OTHER RESPONSES.]

	Yes	No	Not applicable	Refused	Don't know
a. TV	01	02	96	98	99
b. Computer	01	02	96	98	99
c. Laptop/Notebook	01	02	96	98	99
d. Tablet/pad computer	01	02	96	98	99
e. E-reader	01	02	96	98	99
f. Gaming system	01	02	96	98	99
g. Reading light	01	02	96	98	99
h. Night light	01	02	96	98	99
i. Table lamp	01	02	96	98	99
j. Phone	01	02	96	98	99
k. Alarm clock	01	02	96	98	99
l. Other: (SPECIFY)			96	98	99

Q12A. How do you manage your [INSERT THIS DEVICE] from emitting light, or do you remove it from your bedroom, when you go to sleep? (READ LIST)

## IF Q12A-F,J,K,L(01) ASK THE FOLLOWING SCALE OF EACH FOR Q12A

- 01 Leave on,
- 02 Set to silent, vibrate or sleep mode,
- 03 Turn off or unplug,
- 04 Remove from the bedroom, or
- 95 Something else (SPECIFY)

98 DO NOT READ: Refused  
99 DO NOT READ: Don't know

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## IF Q12G-I(01) ASK THE FOLLOWING SCALE OF EACH FOR Q12A

- 01 Leave on,
- 03 Turn off or unplug,
- 04 Remove from the bedroom, or
- 95 Something else (SPECIFY)

98 DO NOT READ: Refused  
99 DO NOT READ: Don't know

Q13. Thinking about your mattress, do you experience any of the following problems when sleeping on your mattress every night or almost every night, a few nights a week, a few nights a month, rarely or never?

[RANDOMIZE RESPONSES. INTERVIEWERS: READ EACH ITEM IN ORDER. REPEAT SCALE AS NECESSARY]

	Every night or almost every night	A few nights a week	A few nights a month	Rarely	Never	Not applicable	Refused	Don't know
a. Tossing and turning	05	04	03	02	01	96	98	99
b. Mattress doesn't support me well leading to back and/or neck pain	05	04	03	02	01	96	98	99
c. Can't find a comfortable temperature	05	04	03	02	01	96	98	99
d. I feel the movement of my partner whenever he/she changes position	05	04	03	02	01	96	98	99
e. Mattress sags in the middle or at the edges	05	04	03	02	01	96	98	99
f. Mattress is too firm	05	04	03	02	01	96	98	99
g. Mattress is too soft	05	04	03	02	01	96	98	99
h. Mattress materials shift (e.g. top is lumpy or pillow top shifts)	05	04	03	02	01	96	98	99
i. Mattress is not big enough for me (or my partner, if relevant)	05	04	03	02	01	96	98	99
j. Mattress is comfortable for one of us, but not the other	05	04	03	02	01	96	98	99

Q15. Thinking about your bedroom, please tell me if you strongly agree, agree, disagree or strongly disagree with the following?

[RANDOMIZE RESPONSES. INTERVIEWERS: READ EACH ITEM IN ORDER. REPEAT SCALE AS NECESSARY]

I chose bedroom products that...

	Strongly Agree	Agree	Disagree	Strongly Disagree	Not applicable	Refused	Don't know
a. Will help me sleep better	04	03	02	01	96	98	99
b. Look great for visitors	04	03	02	01	96	98	99
c. Make my bedroom more livable when I am not sleeping	04	03	02	01	96	98	99

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# Survey Instrument (continued)

Q16. When was the last time you purchased the following items?

[RANDOMIZE RESPONSES. INTERVIEWERS: READ EACH ITEM IN ORDER. REPEAT SCALE AS NECESSARY]

	In the past 6 months	More than 6 months to 1 year ago	More than 1 year to 2 years ago	More than 2 years to 5 years ago	More than 5 years ago	Not applicable	Refused	Don't know
a. Mattress	05	04	03	02	01	96	98	99
b. Sheets	05	04	03	02	01	96	98	99
c. Comforter	05	04	03	02	01	96	98	99
d. Bedroom curtains	05	04	03	02	01	96	98	99
e. Pillows	05	04	03	02	01	96	98	99
f. Pillow Protector	05	04	03	02	01	96	98	99
g. Mattress pad or mattress protector	05	04	03	02	01	96	98	99

## SLEEP EXPERIENCE

Q17. Please rate how important the following elements of your sleep experience are to you in getting a good night's sleep on a scale from 1 to 5, where 5 is "very important" and 1 is "not important at all." The first/next element is [INSERT]. (REPEAT SCALE AS NECESSARY. RANDOMIZE.)

READ IF NECESSARY: How important is this element to you in getting a good night's sleep?

	Very important				Not important at all	Not applicable	Refused	Don't know
a. Comfortable mattress	05	04	03	02	01	96	98	99
b. Comfortable pillows	05	04	03	02	01	96	98	99
c. Cool room temperature	05	04	03	02	01	96	98	99
d. Quiet room	05	04	03	02	01	96	98	99
e. Dark room	05	04	03	02	01	96	98	99
f. Clean bedroom	05	04	03	02	01	96	98	99
g. Comfortable feel of sheets and bedding	05	04	03	02	01	96	98	99
h. Fresh air, free of allergens	05	04	03	02	01	96	98	99
i. Relaxing bath or shower just before bed	05	04	03	02	01	96	98	99
j. Use of a prescription or over the counter sleep aid	05	04	03	02	01	96	98	99

Q18. Please rate the impact of the following elements on your ability to get a good night's sleep in the past two weeks on a scale from 1 to 5, where 5 is a "major impact" and 1 is "no impact." If it does not apply to you, just let me know. The first/next element is [INSERT]. (REPEAT SCALE AS NECESSARY. RANDOMIZE.)

READ IF NECESSARY: How much of an impact did this element have on your ability to get a good night's sleep in the past two weeks?

	Major impact				No impact	Not applicable	Refused	Don't know
a. Partner movement	05	04	03	02	01	96	98	99
b. Partner snoring	05	04	03	02	01	96	98	99
c. Bedroom darkness	05	04	03	02	01	96	98	99
d. Bedroom temperature	05	04	03	02	01	96	98	99
e. Sheets	05	04	03	02	01	96	98	99
f. Pillows	05	04	03	02	01	96	98	99
g. Allergies	05	04	03	02	01	96	98	99
h. Children sharing your bed	05	04	03	02	01	96	98	99
i. Pets sharing your bed	05	04	03	02	01	96	98	99
j. Comfort of mattress	05	04	03	02	01	96	98	99
k. Back pain or other discomfort	05	04	03	02	01	96	98	99

Q19. Please rate the following elements of your sleep experience on how important they are in creating a romantic environment on a scale from 1 to 5, where 5 is "very important" and 1 is "not important at all." The first/next element is [INSERT]. (REPEAT SCALE AS NECESSARY. RANDOMIZE.)

READ IF NECESSARY: How important is this element in creating a romantic environment?

	Very important				Not important at all	Not applicable	Refused	Don't know
a. Comfortable mattress	05	04	03	02	01	96	98	99
b. Comfortable pillows	05	04	03	02	01	96	98	99
c. Cool room temperature	05	04	03	02	01	96	98	99
d. Quiet room	05	04	03	02	01	96	98	99
e. Dark room	05	04	03	02	01	96	98	99
f. Clean bedroom	05	04	03	02	01	96	98	99
g. Comfortable feel of sheets and bedding	05	04	03	02	01	96	98	99
h. Fresh air, free of allergens	05	04	03	02	01	96	98	99
i. Relaxing bath or shower just before bed	05	04	03	02	01	96	98	99

# Survey Instrument (continued)

Q20. Please rate if the following elements of your sleep experience are better in your bedroom, in a quality hotel room, or are equal at both. The first/next element is [INSERT]. (RANDOMIZE.)

**READ IF NECESSARY:** Would you say it is better in your bedroom, better in a quality hotel room, or is equal at both?

	Better in your bedroom	Equal	Better in a quality hotel room	Not applicable	Refused	Don't know
a. Comfortable mattress	03	02	01	96	98	99
b. Comfortable pillows	03	02	01	96	98	99
c. Cool room temperature	03	02	01	96	98	99
d. Quiet room	03	02	01	96	98	99
e. Dark room	03	02	01	96	98	99
f. Clean bedroom				96		
g. Comfortable feel of sheets and bedding	03	02	01	96	98	99
h. Fresh air, free of allergens	03	02	01	96	98	99
i. Relaxing bath or shower just before bed	03	02	01	96	98	99

## DEMOGRAPHICS

These last few questions are for classification purposes only and will be kept strictly confidential.

D1. What has been your employment status over the past month? Were you primarily...? (READ LIST. ACCEPT ONLY ONE RESPONSE.)

- 01 Working full-time or part-time,
- 02 A full-time homemaker,
- 03 Not working, retired, or
- 04 Some other situation?
- 98 DO NOT READ: Refused
- 99 DO NOT READ: Don't know

D2. What is your marital status? Are you...? (READ LIST.)

- 01 Married or partnered,
- 02 Single,
- 03 Living with someone,
- 04 Divorced,
- 05 Separated, or
- 06 Widowed?
- 98 DO NOT READ: Refused

D3. Do you have children in the home under the age of 21?

- 01 Yes → CONTINUE TO D3A
- 02 No → SKIP TO D4
- 98 Refused → SKIP TO D4

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## IF CHILDREN IN HOME [D3(01)], ASK D3A.

D3A. Do you have any children in the home...? (READ LIST.)

	Yes	No	Refused
a. Between 0 and 5 years of age?	01	02	98
b. Between 6 and 10 years of age?	01	02	98
c. Between 11 and 15 years of age?	01	02	98
d. Between 16 and 20 years of age?	01	02	98

## ASK EVERYONE:

D4. Please stop me when I read the category that includes your total annual household income. (READ LIST.)

- 01 \$25,000 or less,
- 02 \$25,001 to \$75,000,
- 03 \$75,001 to \$150,000, or
- 04 More than \$150,000?
- 99 DO NOT READ: Don't know/Refused

D5. RECORD, DO NOT ASK: Gender

- 01 Male
- 02 Female

## CLOSE

Those are all the questions I have. On behalf of the National Sleep Foundation, we would like to thank you very much for your time and opinions. For quality control purposes, you may receive a follow-up phone call from my supervisor to verify that I have completed this interview. Can I please have your name or initials so they know who to ask for if they call back?

IF RESPONDENT ASKS FOR MORE INFORMATION ON THE NATIONAL SLEEP FOUNDATION, SAY:

For more information on the National Sleep Foundation, you can visit their Web site at [www.sleepfoundation.org](http://www.sleepfoundation.org).

## RECORD NAME AND CONFIRM PHONE NUMBER FOR SUPERVISOR VERIFICATION.

Thank you, and have a good day/evening.

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